T.C
ISTANBUL TICARET UNIVERSITY
INSTITUTE OF GRADUATE SCHOOL
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION

SUSTAINABLE MARKETING COMMUNICATION: A CONTENT ANALYSIS IN FAST FASHION MARKET

Master's Thesis

Melek KURTISHAGAI

ISTANBUL,2025

T.C
ISTANBUL TICARET UNIVERSITY
INSTITUTE OF GRADUATE SCHOOL
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION

SUSTAINABLE MARKETING COMMUNICATION: A CONTENT ANALYSIS IN FAST FASHION MARKET

Master's Thesis

Melek KURTISHAGAI
200008648

Advisor: Prof.Dr. Figen YILDIRIM

ISTANBUL,2025

ABSTRACT

In recent years, the intersection of sustainability and marketing has gained substantial attention, as environmental and social issues continue to shape public discourse and corporate strategy. The fast fashion industry, characterized by its rapid production cycles and high demand for affordable apparel, faces mounting scrutiny due to its significant environmental impact and ethical concerns. This thesis examines the role of sustainable marketing communication within the fast fashion industry, with a specific focus on major global brands like Zara and H&M. These brands are analyzed as case studies to understand how they integrate sustainability into their marketing strategies while managing consumer expectations and profitability goals.

Through a comprehensive content analysis, this research explores how sustainable marketing communication can serve as a bridge between profitability and responsibility. The study evaluates the methods and messaging strategies used by Zara and H&M to address sustainability challenges, such as reducing waste, promoting responsible consumption, and supporting ethical labor practices. Furthermore, this thesis investigates the effectiveness of these strategies in influencing consumer perceptions and fostering brand loyalty.

By delving into both the opportunities and obstacles that sustainability presents within marketing, this study aims to provide actionable insights for companies seeking to align their business models with sustainable development goals. It highlights best practices in sustainable marketing communication, offering a framework for balancing profitability with environmental stewardship and social responsibility. Ultimately, the findings underscore the importance of transparency, authenticity, and long-term commitment in building consumer trust and achieving sustainability in the fast fashion industry.

Keywords: Sustainable Marketing, Fast Fashion, Marketing Communication, Sustainability, Content Analysis, Corporate Responsibility, Consumer Perception

ÖZET

Son yıllarda, sürdürülebilirlik ve pazarlama arasındaki kesişim, çevresel ve sosyal meselelerin kamuoyunu ve kurumsal stratejileri şekillendirmeye devam etmesiyle büyük ilgi görmektedir. Hızlı moda endüstrisi, hızlı üretim döngüleri ve uygun fiyatlı giyim talebiyle karakterize edilirken, çevresel etkileri ve etik endişeler nedeniyle artan bir incelemeye maruz kalmaktadır. Bu tez, hızlı moda endüstrisinde sürdürülebilir pazarlama iletişiminin rolünü, Zara ve H&M gibi büyük küresel markalara özel bir odakla incelemektedir. Bu markalar, sürdürülebilirliği pazarlama stratejilerine nasıl entegre ettiklerini, tüketici beklentilerini yönetirken kârlılık hedeflerini nasıl dengelediklerini anlamak amacıyla vaka çalışması olarak analiz edilmektedir.

Kapsamlı bir içerik analizi yoluyla, bu araştırma, sürdürülebilir pazarlama iletişiminin kârlılık ve sorumluluk arasında bir köprü olarak nasıl hizmet edebileceğini araştırmaktadır. Araştırma, Zara ve H&M'in atık azaltma, sorumlu tüketimi teşvik etme ve etik çalışma uygulamalarını destekleme gibi sürdürülebilirlik zorluklarına yönelik kullandıkları yöntemleri ve mesaj stratejilerini değerlendirmektedir. Ayrıca, bu tez, bu stratejilerin tüketici algılarını etkileme ve marka bağlılığını artırma üzerindeki etkinliğini araştırmaktadır.

Bu çalışma, sürdürülebilirliğin pazarlama içindeki sunduğu fırsatlar ve engelleri inceleyerek, iş modellerini sürdürülebilir kalkınma hedefleriyle uyumlu hale getirmek isteyen şirketler için uygulanabilir bilgiler sağlamayı amaçlamaktadır. Sürdürülebilir pazarlama iletişiminde en iyi uygulamaları öne çıkararak, kârlılığı çevresel yönetim ve sosyal sorumluluk ile dengeleme için bir çerçeve sunmaktadır. Sonuç olarak, bulgular, hızlı moda endüstrisinde tüketici güveni inşa etmek ve sürdürülebilirliği başarmak için şeffaflık, özgünlük ve uzun vadeli taahhüdün önemini vurgulamaktadır.

Anahtar Kelimeler: Sürdürülebilir Pazarlama, Hızlı Moda, Pazarlama İletişimi, Sürdürülebilirlik, İçerik Analizi, Kurumsal Sorumluluk, Tüketici Algısı

LIST OF FIGURES

ABBREVIATIONS

UN: United Nations

SDG: Sustainable Development Goals

Table of Contents

1. Sustainable Marketing as a Conceptual Framework

1.1 Sustainability as a Concept

Sustainability has evolved considerably from its origins in ecological conservation to a multidimensional framework encompassing social and economic aspects. The concept gained formal recognition with the 1987 Brundtland Report, “Our Common Future,” by the World Commission on Environment and Development (WCED), which defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). This foundational definition has shaped how businesses and policymakers approach sustainable practices, focusing not only on resource conservation but also on equitable economic development and social welfare.

As global awareness of climate change, environmental degradation, and social inequalities has grown, sustainability has become a critical framework for decision-making across sectors. Corporations, particularly in industries with high environmental and social footprints like fast fashion, are increasingly pressured to adopt sustainable practices that prioritize long-term welfare over short-term gains (Turker & Altuntas, 2014). The challenge for these businesses is to incorporate sustainability into their core operations without sacrificing profitability—a balance that is often difficult to achieve but essential for long-term success.

One of the most widely recognized frameworks for conceptualizing sustainability in business is the Triple Bottom Line (TBL), introduced by John Elkington in 1997. The TBL framework urges companies to measure success not just by profit (the traditional “bottom line”) but also by their social and environmental impacts. This approach aligns with the broader goals of corporate social responsibility (CSR) and encourages companies to take a holistic view of their operations.

The TBL framework comprises three main pillars:

People: This dimension focuses on the social impacts of a company’s operations, including employee welfare, community engagement, fair labor practices, and ethical business conduct. In fast fashion, for instance, concerns around labor rights and fair wages are central, as many brands operate in regions with limited labor protections (Joy et al., 2012).

Planet: The environmental dimension addresses a company's ecological footprint, such as carbon emissions, resource usage, waste production, and environmental degradation. In fast fashion, where rapid production cycles result in high waste and pollution, addressing the environmental impacts of operations is crucial (Ellen MacArthur Foundation, 2013).

Profit: While TBL emphasizes ethical and environmental responsibilities, it also recognizes the importance of profitability for a business's sustainability. A company that fails financially cannot contribute positively to society or the environment over the long term.

By balancing these three pillars, TBL helps businesses create value not only for shareholders but also for society and the environment. In this sense, the TBL framework reflects a shift from the traditional shareholder model of business to a stakeholder model, where the interests of various parties, including employees, communities, and environmental entities, are considered integral to corporate success.

The fast fashion industry exemplifies the challenges of implementing sustainability within the TBL framework due to its unique operational model. Fast fashion is characterized by rapid product turnover, low prices, and a high volume of production, all of which contribute to significant environmental and social impacts. For example, the industry is one of the largest contributors to textile waste, with millions of tons of clothing discarded annually (Turker & Altuntas, 2014). Additionally, fast fashion brands often rely on complex global supply chains where labor practices are difficult to monitor, leading to widespread issues with worker exploitation and unsafe working conditions.

The environmental impact of fast fashion is equally concerning. The industry heavily depends on non-renewable resources, such as petroleum-based synthetic fibers, and produces significant greenhouse gas emissions during production and transportation. The World Bank estimates that the fashion industry is responsible for 10% of global carbon emissions, making it one of the largest industrial polluters (Ellen MacArthur Foundation, 2013). Furthermore, the chemicals used in textile production and dyeing can contaminate water sources, posing health risks to surrounding communities and ecosystems.

Achieving sustainability within the TBL framework presents several challenges due to the competing interests among its three pillars. For instance, increasing environmental sustainability often involves additional costs for eco-friendly materials, renewable energy, or waste reduction technologies, which may conflict with a company's profit goals. Similarly, ensuring fair labor practices, especially in industries reliant on low-cost labor, may raise operational costs and reduce a company's price competitiveness.

In fast fashion, where the business model is based on delivering low-cost products quickly, these tensions are especially pronounced. Brands that prioritize environmental sustainability may face higher costs for sourcing sustainable materials and implementing recycling programs, while those focusing on social sustainability may need to improve wages and working conditions in their supply chains. Balancing these demands while remaining profitable requires innovation, often in the form of technological solutions or new business models such as the circular economy (Belz & Peattie, 2009).

Moreover, consumer expectations add another layer of complexity. While there is growing demand for sustainable products, many consumers still prioritize price and convenience, making it challenging for brands to implement costlier sustainable practices without risking market share. Fast fashion brands are particularly vulnerable to this tension, as their customer base often values affordability over sustainability (Joy et al., 2012). Therefore, educating consumers about the long-term benefits of sustainable choices and fostering a culture of mindful consumption are essential components of the TBL approach.

Sustainability is not a static concept; it evolves in response to new challenges, technologies, and societal expectations. Recently, there has been a shift toward the concept of a circular economy, which aims to keep resources in use for as long as possible through practices like recycling, refurbishing, and remanufacturing. This approach offers a potential pathway for industries like fast fashion to reduce waste and resource consumption while still meeting consumer demand for new products (Ellen MacArthur Foundation, 2013).

Additionally, the rise of digital platforms and transparency tools has allowed consumers to access detailed information about brands' sustainability practices, increasing accountability. For example, mobile applications and online platforms now enable consumers to trace the origins of their purchases, empowering them to make informed decisions (Schultz & Wehmeier, 2010). As consumers gain more visibility into company practices, businesses face greater pressure to align their operations with sustainable principles genuinely rather than superficially.

1.2 UN Sustainable Development Goals (SDGs) and Marketing

The United Nations Sustainable Development Goals (SDGs), established in 2015, consist of 17 ambitious targets designed to address pressing global challenges such as poverty, inequality, environmental degradation, and climate change. These goals represent a comprehensive framework aimed at achieving a more sustainable and equitable future by 2030. For businesses, the SDGs provide not only a moral and ethical guide but also a strategic roadmap that aligns business operations with broader societal values (United Nations, 2015). Through the integration of SDGs into business practices, companies can address critical global issues while creating long-term value for stakeholders.

In the context of the fast fashion industry, the SDGs serve as a valuable framework for addressing the sector's significant social and environmental impacts. Fast fashion's business model—characterized by rapid production cycles, low-cost labor, and a high turnover of products—has led to extensive resource depletion, pollution, and labor concerns. By aligning their strategies with the SDGs, fast fashion brands can mitigate these negative impacts and contribute positively to sustainable development, thus reinforcing their social responsibility and improving their brand image.

Several SDGs are particularly relevant to the fast fashion sector, where issues of environmental sustainability and ethical labor practices are prominent. Below are some of the most pertinent goals and how they relate to sustainable marketing within fast fashion:

SDG 12: Responsible Consumption and Production SDG 12 emphasizes sustainable management and efficient use of natural resources, promoting practices that reduce waste and encourage recycling. This goal is highly relevant to fast fashion, which faces criticism for its "throwaway culture." Brands are encouraged to adopt circular economy principles—such as recycling, reusing, and remanufacturing—to reduce waste and extend product lifecycles (Ellen MacArthur Foundation, 2013). Marketing campaigns under this SDG often highlight recycling programs or eco-friendly collections, demonstrating a commitment to minimizing environmental impact.

SDG 13: Climate Action The fashion industry is responsible for approximately 10% of global carbon emissions, making climate action a critical concern (United Nations, 2015). SDG 13 calls on companies to reduce greenhouse gas emissions and adopt renewable energy sources. For fast fashion, aligning with this goal involves reducing emissions from manufacturing, transportation, and store operations. Brands that incorporate SDG 13 into their marketing may highlight their carbon reduction targets, use of sustainable materials, or efforts to reduce energy consumption in production.

SDG 8: Decent Work and Economic Growth The fast fashion industry heavily relies on labor in developing countries, where workers often face low wages, unsafe working conditions, and limited rights. SDG 8 promotes inclusive and sustainable economic growth, employment, and decent work for all. In marketing, brands can address this goal by emphasizing fair labor practices, worker empowerment initiatives, and partnerships with certified ethical suppliers. This not only enhances brand credibility but also addresses consumer concerns around exploitation in the supply chain.

SDG 5: Gender Equality The majority of workers in the garment sector are women, many of whom experience gender-based discrimination and unequal pay. SDG 5 promotes gender equality and empowers women and girls. Fast fashion brands aligning with this goal may adopt policies to support female workers' rights and showcase these efforts in their marketing strategies. For instance, brands might promote gender equity programs, highlight female leadership within the organization, or support initiatives that empower women in their supply chains.

Fast fashion brands are increasingly using the SDGs as a foundation for developing sustainable marketing strategies. By aligning their marketing with the SDGs, these brands are not only addressing societal expectations but also building consumer trust and loyalty.

Studies indicate that consumers are more likely to support brands that are perceived as contributing positively to global goals (Schultz & Wehmeier, 2010). The following outlines how the SDGs are integrated into marketing and communication strategies within the fast fashion sector:

Transparency and Reporting A significant aspect of SDG alignment in marketing is transparency. Brands that publicize their sustainability goals and achievements, particularly in terms of SDG targets, create a sense of accountability and openness. Reporting mechanisms, such as sustainability reports and online dashboards, allow consumers to track a brand's progress toward SDG targets. For example, H&M publishes annual sustainability reports detailing its commitments and achievements across various SDGs, reinforcing its image as a transparent and socially responsible brand.

Sustainable Product Lines and Campaigns Many fast fashion brands have launched dedicated sustainable product lines as part of their alignment with the SDGs. For instance, Zara's "Join Life" collection and H&M's "Conscious" line use organic, recycled, or sustainably sourced materials. Marketing campaigns for these lines often reference SDGs related to climate action, responsible production, and gender equality. By promoting specific collections as eco-friendly or ethical, brands appeal to consumers who prioritize sustainability in their purchasing decisions.

Partnerships and Collaborations Collaborating with NGOs, environmental organizations, or governmental bodies is another way fast fashion brands demonstrate commitment to the SDGs. Partnerships can amplify a brand's impact by combining resources and expertise to address sustainability challenges more effectively. For instance, partnerships with the Ellen MacArthur Foundation and other circular economy advocates enable fast fashion brands to promote recycling and resource efficiency in line with SDG 12. These collaborations are frequently highlighted in marketing materials to underscore a brand's commitment to sustainable practices and global cooperation.

Consumer Engagement and Education Educating consumers about the importance of sustainability is a growing trend in SDG-aligned marketing. By raising awareness of issues such as climate change and waste reduction, brands empower consumers to make responsible choices. Some fast fashion companies have launched awareness campaigns or in-store initiatives, such as recycling bins, to engage consumers directly. By encouraging responsible consumption, these brands reinforce their commitment to SDGs and build a more sustainability-minded customer base.

Digital and Social Media Campaigns Digital platforms allow brands to communicate their SDG commitments widely and interactively. Social media campaigns focusing on sustainability attract eco-conscious consumers and foster engagement through hashtag campaigns, user-generated content, and storytelling. By sharing stories about their efforts to meet SDGs, brands humanize their sustainability initiatives and create a relatable narrative that resonates with younger, socially-aware consumers.

Aligning with the SDGs positively impacts consumer trust and brand reputation, as companies that commit to these goals are often seen as ethical and forward-thinking. Research indicates that consumers increasingly favor brands that take a stand on social and environmental issues, viewing them as contributors to the common good (Schultz & Wehmeier, 2010). This perception enhances brand loyalty, as consumers feel a sense of alignment with brands that share their values.

In the fast fashion industry, where negative perceptions around labor practices and environmental degradation are prevalent, SDG alignment serves as a corrective measure that helps brands rebuild trust. By showcasing their commitment to global goals, fast fashion brands can differentiate themselves from competitors who may not prioritize sustainability, thereby enhancing their competitive edge. Furthermore, adopting the SDGs may attract investment from sustainability-focused funds, opening additional avenues for growth.

Despite the benefits, integrating SDGs into fast fashion marketing poses several challenges. Firstly, implementing sustainable practices often increases production costs, which conflicts with fast fashion's low-cost business model. Additionally, accusations of "greenwashing" can arise if consumers perceive that a brand's commitment to the SDGs is superficial. For example, marketing sustainable product lines alongside non-sustainable ones can create confusion and skepticism among consumers.

Moreover, achieving meaningful SDG alignment requires systemic changes within a company's operations, which can be time-intensive and require significant investment. Some companies may struggle to balance profitability with sustainability, particularly when consumer demand for low prices remains high. This tension highlights the need for a comprehensive approach to sustainability that integrates SDG goals into every aspect of the business, rather than treating them as marketing tools alone.

The United Nations Sustainable Development Goals provide a comprehensive framework for fast fashion brands seeking to adopt sustainable marketing practices. By aligning their strategies with SDGs like responsible consumption, climate action, decent work, and gender equality, these brands can mitigate their environmental and social impacts while enhancing their appeal to socially conscious consumers. However, true commitment to the SDGs requires transparency, authenticity, and a long-term approach that goes beyond marketing to address the root causes of sustainability challenges in the fast fashion industry.

As consumer awareness of sustainability continues to grow, brands that align with the SDGs stand to benefit from increased trust, loyalty, and market differentiation. In this sense, the SDGs offer a pathway for fast fashion companies to shift toward responsible business practices while meeting the demands of an evolving, ethically-minded marketplace.

1.3. Process of Sustainable Marketing

Sustainable marketing is a strategic approach that emphasizes creating long-term value not only for businesses but also for society and the environment. Unlike traditional marketing, which often prioritizes short-term profitability, sustainable marketing seeks to balance economic, social, and environmental considerations, thus supporting the broader goals of sustainability. According to Belz and Peattie (2009), sustainable marketing integrates ecological and ethical concerns into every aspect of the marketing process, from product design and sourcing to distribution and consumer engagement. This approach aligns with the “Triple Bottom Line” model, which focuses on the interdependence of profit, people, and the planet (Elkington, 1997).

Sustainable Product Development A fundamental aspect of sustainable marketing is the creation of products that minimize environmental harm and promote social good. Sustainable product development involves using eco-friendly materials, designing products with a longer lifespan, and ensuring that production processes are less resource-intensive. In the fast fashion industry, this might mean using organic cotton, recycled polyester, or biodegradable materials, which have a lower ecological footprint compared to conventional materials (Ellen MacArthur Foundation, 2013). Joy et al. (2012) emphasize that the fast fashion industry’s current reliance on cheap, synthetic materials and rapid production cycles is incompatible with sustainable practices, highlighting the need for a shift toward more durable, reusable, or recyclable materials.

Ethical Production Practices Sustainable marketing also requires brands to ensure ethical production practices throughout their supply chains. This includes paying fair wages, providing safe working conditions, and respecting labor rights, particularly in regions where labor laws may be lax. Ethical production practices are not only a social imperative but also a means of fostering brand loyalty and trust among consumers who value corporate social responsibility (Turker & Altuntas, 2014). In the context of fast fashion, where supply chains often extend to low-cost labor markets, ethical production has become a major focus. Studies have shown that consumers are increasingly sensitive to labor issues, and brands that demonstrate transparency and accountability in their supply chains are more likely to gain consumer trust (Schultz & Wehmeier, 2010).

Lifecycle Assessment (LCA) and Environmental Impact Lifecycle assessment (LCA) is a critical tool in sustainable marketing, as it allows companies to evaluate the environmental impact of their products across all stages of production, from raw material extraction to disposal. LCA helps identify areas where resource use, emissions, and waste generation can be reduced, thus enabling companies to implement targeted strategies for environmental sustainability (Belz & Peattie, 2009). In the fast fashion industry, LCA is particularly relevant because of the sector’s high levels of resource consumption and waste. By conducting LCA, companies can reduce the environmental impact of their products, for instance, by using less water, reducing chemical use, or implementing recycling programs for old garments (Ellen MacArthur Foundation, 2013).

Green Supply Chain Management Green supply chain management (GSCM) is another component of sustainable marketing that emphasizes reducing the environmental footprint of a company's supply chain. GSCM involves practices such as sourcing raw materials from certified sustainable suppliers, reducing emissions from transportation, and implementing recycling or take-back programs. Research suggests that GSCM not only improves environmental performance but also enhances brand reputation and operational efficiency (Turker & Altuntas, 2014). In fast fashion, where supply chains are complex and spread across multiple countries, GSCM can play a crucial role in mitigating the industry's environmental impact.

Consumer Education and Engagement Sustainable marketing is not only about what a company produces but also about how it communicates its sustainability efforts to consumers. Educating consumers about the environmental and social impact of their purchases encourages more responsible consumption patterns, which is particularly important in the fast fashion industry known for its "throwaway culture" (Joy et al., 2012). Brands that actively engage consumers in sustainability efforts—for instance, by offering in-store recycling bins or promoting "buy less, buy better" campaigns—can foster a more eco-conscious consumer base. Studies indicate that consumers are more likely to remain loyal to brands that not only practice sustainability but also empower their customers to participate in these efforts (Schultz & Wehmeier, 2010).

While the principles of sustainable marketing are clear, implementing them in the fast fashion industry is challenging. Fast fashion's business model is built on high-volume, low-cost production, which often conflicts with the goals of sustainability. Below are some of the primary challenges:

Cost Constraints Sustainable materials and ethical production practices are typically more expensive than their conventional counterparts. For fast fashion brands that compete on price, this poses a significant barrier to adopting sustainable practices. Although consumers are increasingly willing to pay a premium for sustainable products, fast fashion's target demographic may still prioritize affordability, making it difficult for brands to reconcile sustainability with cost-competitiveness (Turker & Altuntas, 2014).

Greenwashing Risks In their effort to appeal to eco-conscious consumers, some brands may resort to “greenwashing,” or making exaggerated or misleading claims about their sustainability efforts. Greenwashing can damage brand credibility if consumers perceive the company’s commitment to sustainability as insincere or superficial (Schultz & Wehmeier, 2010). For instance, some fast fashion brands may launch “sustainable” collections while continuing to produce the majority of their products through resource-intensive, wasteful processes. This inconsistency undermines the principles of sustainable marketing and can lead to consumer backlash.

Supply Chain Complexity The global and fragmented nature of fast fashion supply chains makes it difficult for brands to monitor and enforce sustainability standards consistently. Issues such as labor exploitation, environmental degradation, and waste generation often arise in distant parts of the supply chain, where oversight is limited. Sustainable marketing requires fast fashion brands to implement rigorous auditing and monitoring systems to ensure that all suppliers meet ethical and environmental standards, a task that is both challenging and costly (Ellen MacArthur Foundation, 2013).

Short Product Lifecycles Fast fashion’s emphasis on constantly updating collections to reflect the latest trends leads to short product lifecycles and, consequently, high levels of waste. Sustainable marketing advocates for extending product lifecycles through durable designs, recycling programs, and secondary markets for resale or upcycling. However, changing consumer behavior and expectations in a way that values longevity over novelty remains a significant challenge for the industry (Joy et al., 2012).

The process of sustainable marketing requires fast fashion brands to fundamentally rethink their business models and adopt practices that prioritize long-term environmental and social well-being over immediate profits. By focusing on sustainable product development, ethical production, lifecycle assessment, green supply chain management, and consumer engagement, fast fashion companies can work toward reducing their negative impacts and contributing to sustainable development. However, the unique characteristics of the fast fashion industry—such as cost pressures, rapid production cycles, and complex supply chains—make this transition challenging.

Despite these challenges, sustainable marketing represents a critical pathway for the fast fashion industry to align with societal expectations and environmental imperatives. Brands that successfully integrate sustainability into their marketing processes can benefit from increased consumer trust, enhanced brand loyalty, and a competitive edge in an increasingly eco-conscious market.

1.4. New Trends in Sustainability

As the urgency of environmental and social challenges intensifies, sustainability trends continue to evolve, reflecting advances in technology, shifts in consumer expectations, and responses to regulatory pressures. Modern businesses, particularly in fast fashion, are adopting innovative practices to address these challenges, moving beyond traditional models toward more holistic, sustainable approaches. This shift reflects a broader industry movement towards a sustainable future where economic growth is balanced with ecological preservation and social responsibility.

One of the most transformative trends in sustainability is the adoption of the circular economy model. Unlike the traditional linear production model (take-make-dispose), the circular economy emphasizes keeping resources in use for as long as possible, maximizing their value while minimizing waste. This model involves three main strategies: reducing resource input, reusing materials, and recycling products at the end of their life cycle (Ellen MacArthur Foundation, 2013).

Another key trend in sustainability is the move toward more sustainable supply chains. As consumers become more conscious of the origins of their purchases, brands are pressured to ensure that their supply chains are both environmentally friendly and ethically managed. Sustainable supply chains involve reducing energy and water use, minimizing carbon emissions, and ensuring fair labor practices throughout the production process (Turker & Altuntas, 2014).

Digitalization plays a crucial role in advancing sustainability by increasing transparency and facilitating direct engagement with consumers. Through digital tools such as mobile apps, social media platforms, and online reporting systems, brands can communicate their sustainability efforts more effectively and foster a sense of accountability. Transparency initiatives, where brands publicly share their sustainability goals, progress, and challenges, are becoming a standard expectation among consumers (Schultz & Wehmeier, 2010).

Digitalization also supports the development of "smart" clothing, which incorporates technologies like QR codes or NFC (near-field communication) tags. These features allow consumers to access information about a garment's production process, materials, and care instructions. By integrating technology into their products, brands can provide transparency at the point of purchase, enhancing the consumer's connection to the sustainability story behind each item.

As sustainability becomes a priority for more consumers, brands are increasingly focusing on consumer empowerment as a core element of their sustainability strategies. Educating and encouraging consumers to make sustainable choices can drive meaningful change within the fast fashion industry, which is often criticized for promoting overconsumption. Brands are employing several methods to empower consumers, such as providing information on sustainable practices, promoting conscious consumerism, and offering incentives for recycling or returning used products (Joy et al., 2012).

One emerging trend is the rise of eco-labels and certifications that indicate a product's environmental or ethical credentials, such as Fair Trade, Organic, or Global Recycle Standard certifications. These labels help consumers quickly identify products that align with their values. Additionally, brands are launching campaigns that promote "slow fashion" principles, encouraging consumers to purchase fewer but higher-quality items that last longer. These efforts aim to shift the fast fashion paradigm by fostering a mindset of quality over quantity, which is essential for reducing waste and minimizing the industry's ecological footprint (Turker & Altuntas, 2014).

The development of sustainable materials is another trend that is reshaping the fashion industry. Traditionally, fast fashion relies on materials such as polyester, which is derived from petroleum and has a high environmental impact. However, new materials and innovative textiles are being introduced as alternatives, including recycled fabrics, plant-based fibers, and biodegradable materials. For example, some brands are using Tencel, a fiber made from sustainably harvested wood pulp, which requires less water and chemicals compared to traditional cotton.

Biofabrication, which involves using living organisms like bacteria, yeast, or algae to create materials, is also emerging as a promising field. Companies such as Bolt Threads are developing lab-grown materials like spider silk and mycelium-based leather as sustainable alternatives to conventional animal-based or synthetic materials. These innovations not only reduce environmental impact but also align with consumer preferences for cruelty-free and eco-friendly products (Ellen MacArthur Foundation, 2013).

Furthermore, some brands are exploring closed-loop production systems, where waste materials from one production cycle are reused in the next. This approach minimizes resource extraction and reduces waste, supporting the principles of the circular economy. Sustainable materials innovation allows fast fashion brands to reduce their dependency on non-renewable resources and offers consumers options that align with their environmental values.

The fast fashion industry is at a critical juncture, facing mounting pressure to adopt sustainable practices and reduce its environmental and social impacts. Emerging trends in sustainability, such as the circular economy, sustainable supply chain management, digital transparency, consumer empowerment, and innovative materials, provide pathways for the industry to transition toward a more responsible model. These trends not only address the growing consumer demand for ethical and eco-friendly options but also contribute to the resilience and long-term profitability of fashion brands in an increasingly sustainability-driven market.

However, the implementation of these trends requires a comprehensive, integrated approach that goes beyond superficial adjustments. Brands must commit to structural changes in their business models, prioritize transparency, and continuously innovate to meet the evolving expectations of consumers and regulators alike. By embracing these new trends, the fast fashion industry has the potential to redefine its role in society, transforming from a major contributor to environmental and social issues into a leader in sustainable innovation.

2. Sustainability Marketing Communication

2.1 Sustainability Communication as a Concept

Sustainability communication is the process by which companies convey their environmental and social initiatives to stakeholders, including consumers, investors, and the wider community. This type of communication aims to inform, engage, and persuade audiences about the importance of sustainability and the company's role in promoting it. Unlike traditional corporate communication, which often focuses on product features or competitive advantages, sustainability communication emphasizes long-term values, ethical practices, and responsible behavior. According to Belz and Peattie (2009), effective sustainability communication involves not only promoting a brand's sustainable actions but also educating consumers on the broader implications of these actions for society and the environment.

Sustainability communication serves as a critical tool for engaging consumers who are increasingly concerned about environmental and social issues. Studies show that modern consumers, particularly Millennials and Gen Z, are more likely to support brands that demonstrate a commitment to sustainability (Cone Communications, 2017). By sharing detailed information about sustainable practices, such as reducing carbon emissions, sourcing ethical materials, or supporting fair labor, brands can differentiate themselves in a competitive market and attract a loyal, environmentally-conscious customer base. For example, companies like Patagonia have used sustainability communication effectively by emphasizing their commitment to environmental activism, thus creating a strong bond with eco-conscious consumers (Patagonia, 2020).

Sustainability communication also helps bridge the knowledge gap between companies and consumers by providing the information needed for informed decision-making. When brands transparently communicate their sustainability efforts, consumers are more likely to perceive them as authentic, which enhances brand credibility and loyalty (Schultz & Wehmeier, 2010). Research suggests that brands with high levels of transparency and authenticity in their sustainability messaging often experience higher consumer engagement and trust, as consumers value honesty and ethical behavior (Wagner et al., 2009).

Transparency and authenticity are central to effective sustainability communication. Transparency involves openly sharing both the successes and challenges a company faces in its sustainability journey, while authenticity ensures that these messages genuinely reflect the brand's values and actions. Brands that practice transparency and authenticity are more likely to build trust with consumers, who often scrutinize corporate claims around sustainability due to concerns about "greenwashing" (Delmas & Burbano, 2011). Greenwashing, or the practice of making exaggerated or misleading claims about sustainability, has led to consumer skepticism, making it essential for brands to be forthright and accurate in their communication.

Authenticity, on the other hand, involves aligning sustainability messages with the company's core values and actions. A brand's sustainability efforts must be visible across its operations, from supply chain management to marketing and beyond. Companies that merely advertise sustainability without implementing it in their practices risk losing credibility. For instance, Wagner et al. (2009) emphasize that authenticity is achieved when there is a consistent alignment between a company's sustainability messages and its actions, creating a genuine and believable brand narrative that resonates with consumers.

Sustainability communication can take various forms, each serving different purposes in engaging and educating stakeholders:

Corporate Social Responsibility (CSR) Reports CSR reports are comprehensive documents that outline a company's sustainability initiatives, goals, and achievements. These reports often include measurable data on environmental impact, such as carbon emissions and waste reduction, and social initiatives, such as community development and fair labor practices (Turker & Altuntas, 2014). For many brands, CSR reports serve as a primary method of sustainability communication, providing stakeholders with an in-depth view of the company's commitments and progress.

Storytelling and Brand Narratives Storytelling is a powerful tool in sustainability communication, as it allows brands to create an emotional connection with consumers by sharing real-life stories that reflect their values. For instance, brands like TOMS and The Body Shop use storytelling to highlight their contributions to social causes, such as supporting underprivileged communities and promoting animal welfare. According to research, storytelling helps humanize a brand, making sustainability initiatives more relatable and engaging for consumers (Herskovitz & Crystal, 2010).

Digital and Social Media Campaigns Digital platforms, particularly social media, provide brands with a dynamic channel for sustainability communication. Through social media campaigns, brands can reach a wider audience, interact with consumers, and receive feedback on their sustainability initiatives. For example, brands often use Instagram and Twitter to promote eco-friendly product lines, highlight partnerships with environmental organizations, and share educational content on sustainability. Social media also allows for real-time updates, enabling brands to keep their audience informed on the latest developments in their sustainability journey (Kaplan & Haenlein, 2010).

Eco-labels and Certifications Eco-labels and certifications, such as Fair Trade, Organic, and LEED, are visual symbols that communicate a product's environmental or ethical credentials. These labels serve as a quick reference for consumers looking for sustainable options, simplifying their decision-making process. Eco-labels not only enhance transparency but also add credibility to a brand's sustainability claims by providing third-party validation (Welford, 2005). However, it's crucial for brands to ensure that these labels reflect genuine practices, as misuse can lead to accusations of greenwashing.

Interactive Sustainability Platforms Some brands are adopting interactive platforms that allow consumers to learn about a product's sustainability credentials in more detail. For example, companies like Everlane have developed transparency pages on their websites where consumers can see the cost breakdown of products, including materials, labor, and transport. Interactive platforms create a more engaging experience for consumers and encourage deeper understanding of sustainability issues.

Consumer education is a vital component of sustainability communication. Effective communication not only informs consumers about a company's sustainable practices but also encourages them to adopt sustainable behaviors. Educating consumers on topics such as responsible consumption, waste reduction, and environmental impact helps build a sustainability-minded consumer base. For example, some fashion brands provide care instructions that promote garment longevity, encouraging consumers to buy less and maintain their clothes longer.

Additionally, sustainability communication helps empower consumers to make informed choices. Research indicates that when consumers are educated about the environmental and social impacts of their purchases, they are more likely to choose products from brands with strong sustainability commitments (Cone Communications, 2017). Therefore, consumer education plays a crucial role in advancing sustainable consumption patterns, which ultimately support the brand's sustainability goals.

2.2 Sustainable Marketing Communication Mix

The Sustainable Marketing Communication (SMC) Mix reimagines traditional marketing components (product, price, place, and promotion) by integrating sustainability principles into each element. According to Belz and Peattie (2009), this adaptation is essential for modern businesses seeking to align their operations with ethical and environmental standards. In the fast fashion sector, where environmental and social impacts are high, the SMC Mix offers a framework that helps brands meet consumer demand for sustainability while enhancing brand loyalty and relevance in a highly competitive market.

The SMC Mix incorporates the following key elements, each of which contributes to building a cohesive sustainable brand image:

Sustainable Product Innovation Sustainable product innovation involves designing and producing goods with minimal environmental impact and social harm. This includes using eco-friendly materials, reducing waste in production, and designing for longevity. In the fast fashion industry, sustainable product innovation can be seen in the use of recycled fabrics, organic materials, and biodegradable packaging. For example, Zara's "Join Life" collection focuses on garments made from organic cotton and Tencel, a sustainably sourced fiber. Sustainable product innovation not only reduces environmental impact but also resonates with consumers who seek responsible consumption options (Turker & Altuntas, 2014).

Eco-Friendly Pricing Strategies Pricing plays a critical role in sustainable marketing, as brands must balance affordability with the higher costs of sustainable practices. While sustainable products often have higher production costs due to ethical sourcing and eco-friendly materials, brands can adopt pricing strategies that encourage responsible consumption. Some companies implement a premium pricing model, where consumers pay slightly more for sustainably produced items, which in turn supports fair labor practices and environmentally friendly production. However, affordable options within a brand's sustainable line are also important to ensure inclusivity. Research shows that consumers, particularly younger generations, are willing to pay a premium for brands that reflect their values (Cone Communications, 2017).

Green Distribution Channels Green distribution channels emphasize minimizing the environmental impact of product transportation, warehousing, and retail operations. For example, brands may use low-emission transportation, energy-efficient warehouses, or optimize logistics to reduce fuel consumption. Online retail channels can also adopt sustainable practices by offering carbon-neutral shipping options or consolidating shipments to lower emissions. Fast fashion companies like H&M and ASOS have explored eco-friendly packaging solutions and have experimented with carbon offset programs to reduce the environmental footprint of their distribution networks (Schmidt et al., 2017).

Sustainable Promotion Sustainable promotion involves marketing activities that highlight a brand's commitment to environmental and social responsibility. This can include advertising campaigns that focus on eco-friendly initiatives, social media content that educates consumers on sustainability, and collaborations with environmental organizations. For instance, Patagonia's "Don't Buy This Jacket" campaign encouraged consumers to consider the environmental impact of their purchases, thus promoting a "buy less, buy better" philosophy. Sustainable promotion not only builds brand loyalty but also educates and inspires consumers to adopt sustainable behaviors (Kleanthous & Peck, 2011).

People, Processes, and Physical Evidence Beyond the traditional 4Ps, sustainable marketing communication in the fashion industry includes additional elements such as People, Processes, and Physical Evidence. These elements focus on ensuring that all interactions within the company align with sustainable values. “People” refers to ensuring fair labor practices and ethical treatment of employees; “Processes” involve efficient, low-impact production methods; and “Physical Evidence” includes the tangible aspects of sustainability, such as eco-friendly stores or packaging. These elements help create a comprehensive sustainable experience that resonates with conscious consumers and reinforces the brand’s commitment to sustainability (Ottman, 2011).

In the fast fashion industry, where production is fast-paced and resource-intensive, adopting the SMC Mix is essential for reducing environmental impact and building consumer trust. By embedding sustainability into every component of the marketing mix, brands can create a consistent message that appeals to eco-conscious consumers. Research shows that consumers are more likely to support brands that demonstrate authenticity and transparency in their sustainability initiatives (Wagner et al., 2009). For fast fashion brands, the SMC Mix provides a structured approach to align their operations with consumer expectations and regulatory requirements in the face of increasing scrutiny around environmental and social practices.

2.3 Sustainable Marketing Communication Mix and Sustainable Development Goals

The United Nations’ Sustainable Development Goals (SDGs) provide a global framework for addressing critical environmental and social challenges. For fast fashion brands, aligning the Sustainable Marketing Communication Mix with the SDGs allows them to contribute to these global objectives while enhancing their market position. The following highlights how each component of the SMC Mix aligns with specific SDGs:

Sustainable Product Innovation and SDG 12: Responsible Consumption and Production SDG 12 promotes sustainable management of resources and encourages companies to reduce waste. By prioritizing sustainable product innovation, fast fashion brands can develop products that are durable, recyclable, and made from sustainable materials. Initiatives like H&M’s garment recycling program encourage consumers to recycle old clothes, aligning with SDG 12’s goal of reducing waste. By offering products that are both eco-friendly and ethically produced, brands support responsible consumption patterns that benefit both consumers and the planet (United Nations, 2015).

Eco-Friendly Pricing Strategies and SDG 10: Reduced Inequalities While eco-friendly pricing strategies often involve premium pricing, some brands are working to make sustainable fashion accessible to a broader audience, supporting SDG 10's goal of reducing inequalities. By offering a range of price points within their sustainable collections, brands can cater to consumers from diverse socio-economic backgrounds. This approach is crucial for fast fashion brands aiming to democratize access to sustainable products while still maintaining profitability (Cone Communications, 2017).

Green Distribution Channels and SDG 13: Climate Action SDG 13 emphasizes the need for urgent action to combat climate change. By implementing green distribution practices, such as reducing carbon emissions in logistics and using energy-efficient facilities, fast fashion brands can actively contribute to climate action. Brands like ASOS and Nike have introduced initiatives to offset their carbon emissions in shipping, aligning their operations with SDG 13's objectives. Reducing the carbon footprint of distribution channels is essential in the fashion industry, where transportation contributes significantly to overall emissions (Schmidt et al., 2017).

Sustainable Promotion and SDG 4: Quality Education Sustainable promotion can support SDG 4 by providing educational content on sustainability topics. Through marketing campaigns, social media engagement, and partnerships with environmental organizations, brands can raise awareness about sustainable practices and encourage consumers to adopt eco-friendly behaviors. For instance, campaigns that educate consumers on the environmental impact of textile waste or water conservation practices align with SDG 4's focus on promoting lifelong learning and sustainability education (Kleanthous & Peck, 2011).

People, Processes, Physical Evidence, and SDG 8: Decent Work and Economic Growth SDG 8 promotes decent work and economic growth, emphasizing fair labor practices and safe working conditions. Fast fashion brands that focus on ethical labor practices and fair wages within their supply chains directly support SDG 8. By ensuring that their processes and workforce adhere to ethical standards, brands can improve working conditions and contribute to sustainable economic growth. Companies like Levi's have implemented labor programs aimed at fair wages and safe working environments, creating a more ethical supply chain and aligning with SDG 8's goals (Welford, 2005).

Aligning the Sustainable Marketing Communication Mix with the SDGs not only enhances brand reputation but also encourages a shift in consumer mindset toward sustainability. As brands integrate SDG principles into their marketing strategies, they communicate a strong commitment to global sustainability standards, which appeals to conscious consumers and differentiates them from competitors. Studies suggest that brands that actively promote their alignment with SDGs are more likely to foster customer loyalty, as consumers increasingly prioritize ethical considerations in their purchasing decisions (Cone Communications, 2017).

Furthermore, aligning with the SDGs helps brands meet regulatory requirements and prepare for potential future legislation that may mandate sustainable practices. As governments and organizations worldwide adopt the SDGs as a guiding framework, businesses that proactively align their operations with these goals are better positioned to adapt to changing regulatory landscapes and stakeholder expectations.

The Sustainable Marketing Communication Mix provides fast fashion brands with a framework to embed sustainability into every aspect of their marketing strategy. By aligning the SMC Mix with the United Nations Sustainable Development Goals, brands can contribute to global sustainability efforts while strengthening their market position. Through sustainable product innovation, eco-friendly pricing, green distribution, and transparent promotion, brands are better able to engage consumers, build trust, and foster long-term loyalty in a market that increasingly values ethical practices. As sustainability becomes a core expectation among consumers, fast fashion brands that successfully implement the SMC Mix and align with the SDGs are more likely to secure a competitive edge and support meaningful environmental and social change.

3. METHODOLOGY

3.1 Research Strategy

The investigation of sustainability in marketing is done using a multifaceted method in this qualitative and quantitative study. The research attempts to collect rich, contextual data from social networking sites of the fashion brands. In order to shed light on the subtleties and complexity of sustainability in the context of marketing, the study will examine sustainable marketing communications to sustainable marketing strategies. It will also identify important themes and trends. The research aims to give firms looking to include sustainability into their marketing strategy a thorough grasp of the possibilities, obstacles, and best practices by combining information from many sources. The study's qualitative design facilitates a deeper understanding of the underlying dynamics influencing sustainable marketing strategies by enabling in-depth investigation and interpretation of subjective experiences and viewpoints.

3.2 Research Instruments

In this qualitative research, past data and existing research papers serve as invaluable instruments for a comprehensive understanding of sustainability in marketing. A systematic review of relevant literature forms the foundation, offering insights into historical trends, theoretical frameworks, and key concepts related to sustainable marketing practices. Past data extracted from academic studies, industry reports, and market analyses contribute to contextualizing current practices and identifying gaps in the existing knowledge. The critical analysis of prior research papers allows for a synthesis of findings, offering a nuanced perspective on the evolution of sustainable marketing strategies. By leveraging this rich repository of past data and scholarly contributions, the research aims to build on existing knowledge, validate insights, and contribute to the ongoing discourse on sustainable marketing, providing a solid foundation for the qualitative exploration and interpretation of contemporary practices.

3.3 What Can Sustainability Offers Marketing?

An increasing number of companies are trying to figure out how sustainability fits into their overall plan. All indications point to several important variables explaining this tendency. Concerns about the cost and scarcity of regular assets, the growing public and investor understanding of the significance of socially responsible financial speculations, the increasing media coverage of the activities of a wide range of anti-corporate pressure groups, and broader shifts in pro-business attitudes and values within modern entrepreneurial social orders are some of these. However, the (Chartered Institute of Marketing , 2006) discovered in its report for the Division of Exchange and Industry Area Sustainability Challenge that marketing groups do not play a major role in advancing the development of useful goods and services; instead, they focus on missions and correspondences rather than business strategy. Similarly, promoting is not the central focus of a plausible sequence of events. This demonstrates that the division in charge now has less influence on sustainability processes than do many associations.

By the way, there is growing recognition that "reasonable promoting," defined by (Charter, Peattie, Ottman, & Polonsky, 2006) as "making, creating, and conveying practical arrangements with higher net maintainable worth while ceaselessly fulfilling clients and different partners," is a positive development. The desired outcome is to deliberately incorporate sustainability into a company's operations at every stage of the supply chain, from hiring new employees and producing new goods to securing customer orders.

According to (Charter, Peattie, Ottman, & Polonsky, 2006), "Organizations ought to start to plan for a more feasible thousand years by reevaluating the social and ecological effects of their marketing systems." The authors understand that this is a thought-provoking assignment that will force advertisers to look outside their typical frame of reference and that it integrates research from the whole production network. These demands could be interpreted, from one perspective, as pressuring advertising agencies and advertising divisions to become industry leaders, or at the very least, major contributors to the creation of more labor and goods that are not harmful to the environment, as well as to enhancing the consistency of the regular "promoting blend." (Charter, Peattie, Ottman, & Polonsky, 2006), for instance, argue that evaluation plays a key role in the controllable mix of marketing and that the challenge is in converting natural and amicable progressions into an incentive that buyers would be willing to pay. (Becker, 2004) introduces two challenges to this endeavor. The second principle "concerns the purchaser who is mostly inspired by cost and quality," the primary emphasis is on "incorporating the truth of extra expenses (assimilating the externalities) into the promoting blend." However, the term "sustainable marketing" may also be seen as little more than a dubious and overt tactic to draw in clients who are socially and physiologically upright while "hiding" environment and political difficulties from public view.

The increasing trend of companies advertising their sustainability initiatives in an effort to set themselves apart from competitors and improve their corporate image makes the relationship between advertising and sustainability all the more evident. In this instance, the focus is on incorporating reasonable logic into the core brand. Organizations should take into account every touchpoint that occurs between the brand and the customer when applying this technique. For instance, Marks & Spencer, one of the biggest retailers in the UK, unveiled its renowned "Plan A" in January 2007 with the goal of "tackle probably the greatest difficulties confronting our business and the world." The group intends to collaborate with customers and suppliers in order to "battle environmental change, lessen squander, protect normal assets, exchange morally, and construct a better country." The company supports its official pronouncements and regular news briefings with signage, flyers, and window displays at its customer-facing façade. In August 2007, for instance, the organization's partnership with Save the Kids to assist in the education of as many as 15,000 Ugandan children, the launch of an additional organic clothing line, the removal of additives from nearly all of Marks & Spencer food products, and the specifics of an initiative to encourage consumers to lessen their carbon footprint were all prominently featured in "Plan A News."

Additional challenges are presented by internal advertising, which is more clearly gaining recognition of sustainability across an organization and keeping each person in mind for the sustainability talk. "An all-unavoidable culture should be created for staff to perceive open doors and to manage them for an association to construct its sustainability qualifications," stated the (Chartered Institute of Marketing , 2006). Additionally, it is maintained that when employees accept the potential of sustainability, it increases their sense of commitment to and pride in the company, which may function as a useful "deals resource" in client engagements. When portraying a company's sustainability in the public arena, marketers do not appear to build on these advantages, according to the (Chartered Institute of Marketing , 2006). An increasing number of businesses are pushing their staff members to take part in community programs, which frequently improves their comprehension of the sustainability issues facing the neighborhood. Tesco, for instance, says that it wants to see its workers becoming more involved in the community. Until then, in 2007 and 2008, Tesco Express executives and representatives will focus one day apiece on social and natural drivers inside the neighborhood networks. Nonetheless, it's critical to understand that maintainability objectives may be swiftly and justifiably disregarded in situations when employees are under pressure to meet stringent performance and financial requirements.

3.4 What Can Marketing Offers Sustainability?

Emphasis is placed on the role that advertising plays in understanding and modifying client behavior as well as, more broadly, in shaping mentalities and views in an effort to respond to this topic. Therefore, it may be argued that advertising acknowledges the crucial role that consumers play as leaders in the move towards sustainability, such as reducing carbon dioxide emissions, recycling more waste, promoting fair trade activities, and leading better lives. According to (McDonald & Oates, 2006), studying the modern behavior of naturally astute consumers might provide significant insights for improving frugal consumer behavior. The goal of their investigation was to understand "the complexities of endeavoring to operationalize moral or green standards through unmistakable buys." More specifically, that's what businesses fight against. Although these consumers tend to buy durable goods, other conventional considerations like price, brand, and accessibility also influence their behavior. As such, gaining a deeper understanding of the dynamic cycles that consumers use is essential to advancing more cost-effective usage designs. The authors' observational review revealed that while environmentally conscious consumers try to include practical attributes in their purchasing measures, such as energy efficiency or local purchasing, decisions about their actual purchasing behavior also take into account the more conventional elements mentioned above, which are strong competitors with manageability models. Green consumers complained that the additional complexity of the navigation was making supportable purchases "difficult work" and that maintainable guidelines were likely to be abandoned. The authors vehemently argue that developing realistic buying practices is easier for quick-buy items like food since regular shopping helps propensities to be organized and maintained than it is for big, erratic purchases like a refrigerator, a car, or a house. The authors also looked at the data sources used by eco-conscious consumers. While their investigation revealed that both official and informal sources were recommended, it also revealed that consumers who demonstrated more extravagantly frugal purchasing behaviors used informal sources more frequently.

An emphasis on external behavioral change is one of the fundamental components of the Department of Environment, Food and Rural Affairs' (DEFRA) approach to manageable use. This approach is partially motivated by the recognition that, as demonstrated by the (DEFRA , 2007) overview of public mentalities and behaviors toward the climate, there is frequently a clear discrepancy between an individual's readiness to modify their behavior to lessen the ecological impacts of a particular arrangement of ways of behaving and their familiarity with those effects. (Barr, Gilg, & Shaw, 2006) research, which DEFRA sent, examined conduct change in terms of highlighting chances for change, focusing on certain lifestyle groups, and demonstrating the connection between daily behavior and natural practice. This work proposes five important strategies. The removal of many barriers to change, such as a lack of options, expense, comfort, time, and effort, is crucial. Second, governments should collaborate more closely with major companies, especially the grocery store chains, to enable controllable use and conduct. Thirdly, group mobility is needed rather than individual effort to provide improved maintainability. Fourth, the notion that the most effective way to bring about behavioral changes is probably through incentives rather than punishments. In the end, the researchers emphasized that a small number of people were prepared to adapt remarkably well to their lifestyles while fighting for ongoing change.

More broadly, there is the argument that employing the innovation and development that are occasionally considered as two of the unique selling points of exhibiting would be a tenable way to move toward a more sustainable future. In this case, the focus may be on advancing the concept of "sustainability" in order to integrate social, economic, and environmental aspects into labor and goods that people utilize on a regular basis. Nevertheless, there are significant obstacles because this kind of technique could have to address the full item life cycle and necessitate a thorough reexamination of assessing protocols, item improvement and plan, circulation, showcasing correspondences, and item and bundle removal.

Simultaneously, discussions on altering consumer behavior and utilizing the inventive and creative potential of marketing are typically framed under a growth paradigm. In response to the question "Would marketing sustainability mean less growth?" (Ethical Corporation, 2003), for instance, claims that it would mean "better, smarter and much more efficient ways" of production and consumption. More radical analysts, on the other hand, would highlight the harsh fact that the current patterns of production and consumption are just not sustainable. In this case, marketing may be a key factor in the transition to a far more self-sufficient and really sustainable society, but as such, it would also carry the seeds of both its own demise and the existing business model at the core of modern capitalist society.

The diversity of definitions and understandings that exist for both sustainability and advertising is the issue that invites any attempt to investigate these linkages and provide answers to the two concerns. According to (Kyle, 2004), for instance, there is a great deal of misinformation on the true nature of marketing. Because they're wondering, "What is advertising?" a lot of people "see advertising" as "a progression of strategies and tricks," or they call it "pyramid projects," or they confuse the terms "marketing," "deals and advertising," and "publicizing." According to (Gronroos, 1990), it is "an approach to sorting out different capabilities and exercises of the firm" and "a way of thinking directing the general reasoning in an association," in addition to being "a bunch of devices and procedures" that include "bundling, advancement, conveyance exercises, and valuing."

There are undoubtedly just as many definitions and interpretations of advertising as there are corporate marketing guides, readings from academic advertising workshops, bar speakers, and disgruntled and overexcited customers. Regardless, it may be helpful to identify two crucial and constrictive translations in this context. While the first criticizes advertising for pressuring consumers to buy unnecessary items, the second views advertising as essential to determining and financially satisfying customer needs. (Palmer, 2000) acknowledges that a lot of people think about advertisement as "trying to sell things that people don't actually need." The broadest definition of advertising given by the (MSM Encarta Dictionary, 2007) is "the business action of introducing labor and products so as to make them alluring." Palmer may have taken a less helpful interpretation of the main term. More importantly, though, (Brown, 1995) presents well-known viewpoints on advertising as "manipulative, underhanded, deceptive, and innately tacky." On the other hand, many commentators view advertising as dishonest industry professionals who will deceive and manipulate customers for their own advantage, promote reality, and push people to go in long hours and take on heavy responsibilities in order to maintain what appear to be worthwhile lifestyles.

On the other hand, the second set of interpretations is based on academic viewpoints that consider marketing as a core business strategy that centers an organization's efforts on customers and meeting their expectations. As a result, (Palmer, 2000) defines promotion as "the most common way of coordinating an association's assets to meet the association's clients' advancing necessities." This is how (Kotler, 2003) defined showcasing: "A social and administrative cycle by which people and gatherings make and trade items and worth with others to get what they need and need."

Although the concept of sustainability dates back to the thirteenth century, it wasn't until the 1970s that it became apparent in ecological writing (Kamara, Coff, & Wynne, 2006) that it seemed to have become widely accepted in most spheres of human endeavor. Characterizing this idea is not easy, though, and there are conflicting interpretations to be found here as well. From one point of view, certain definitions acknowledge that all people live in a world with limited typical resources and delicate biological systems, which are ultimately what allow for human existence. Conversely, more inclusive definitions aim to reconcile positive social and economic objectives with a reasonable response to human needs. (Callicott & Mumford, 1997) defined natural sustainability as "addressing human requirements without compromising the wellbeing of biological systems," and (Sutton, 2004) defined biological sustainability as "the capacity to keep up with things or characteristics that are esteemed in the actual climate." These terms serve as examples of the principal set.

Although sustainability has received broad political support and is being used in several initiatives, such as practical improvement regulations and other fields of endeavor like viable railways and cost-effective networks, it has attracted examination. (Robinson, 2004), for instance, compiled three sets of critical protests. First of all, the idea is vague since it might mean different things to different individuals and organizations. (Clark, 2005), for instance, stated in an article for The Times that the potential for sustainability is meaningless unless it has a clear definition. By all means, it doesn't signify anything because it may mean almost anything. Additionally, it draws in double-crossers who, under the pretense of plausible developments, justify and fuel unworkable actions. Thirdly, it lies by ignoring the ways in which the current rates of financial development are irrational and by ignoring the necessity of important social and political change as well as the creation of new systems that allow people to interact with the outside world.

3.5. Comparison of Fashion Brands and Their Sustainable Marketing Communication (Zara & H&M)

The brand for comparison chosen are: H&M and Zara. The analysis will be focused on their sustainable marketing communication and how they keep a medium of communication with their end users in sustainable manner. The key elements will be summarized at the end while comparing both the fashion giants of today’s time. Despite using different tactics, Zara and H&M are both well-known for their successful marketing communication strategies.

3.6 H&M

Hennes & Mauritz, or H&M, is a well-known global fashion brand that is renowned for providing fashionable, premium clothing and accessories at reasonable costs. H&M began as a single women's clothes business called "Hennes," which translates to "hers" in Swedish, and was founded in 1947 by Erling Persson in Västerås, Sweden. In 1968, the firm branched out into men's and children's clothes and acquired the hunting gear outlet Mauritz Widforss. They also rebranded themselves as Hennes & Mauritz.

H&M has grown into a global enterprise spanning more than 70 countries and encompassing more than 5,000 locations. The brand's success is attributed to its keen ability to quickly adapt to style shifts, sustain a busy overall manufacturing network, and use cutting edge methods. In addition to initiatives such as the Cognizant Assortment, clothes recycling programs, and aggressive strategies aimed at achieving environmental goals across its supply chain, H&M's commitment to sustainability forms a foundation of its business approach.

H&M, a leader in the fast fashion sector, is always looking to democratize fashion by making it available to a wider range of people while overcoming the difficulties posed by a retail environment that is always evolving. By working with well-known designers, gaining celebrity support, and maintaining a strong online presence, H&M has solidified its place as a household brand and a market leader in the world of fashion.

3.6.1 H&M Marketing Communication Strategy

H&M stands out for its unique and all-encompassing marketing communication strategy, which emphasizes transparency and reasonability while concentrating on a variety of client socioeconomics. In its advertising, the company emphasizes diversity and bodily energy by using models with a range of identities, body types, and ages. In order to guarantee widespread and effective communication, H&M combines digital platforms such as email marketing and social media with a variety of traditional media outlets including print, television, and outdoor advertisements. Additionally, H&M emphasizes sustainability in its marketing by launching socially conscious design lines and eco-friendly programs. Limited edition assortment companies featuring well-known designers and celebrities generate more excitement and increase sales, solidifying H&M's position as a cutting-edge and creative fashion brand.

- Conscious Collection

The Conscious Collection is a cornerstone of H&M's sustainability initiatives, reflecting the company's efforts to include environmentally conscious practices into their standard strategy. This collection highlights the use of environmentally friendly materials, such as natural cotton, recycled polyester, and TENCEL, a texture that is consistently obtained from wood pulp. By employing these materials, H&M hopes to lessen the environmental effect of traditional material manufacture and encourage a more ethical approach to design.

The advertising strategy of the Conscious Collection is skillfully designed to appeal to customers who are concerned about the environment. Typical locations such as beautiful forests, serene seashores, and lush meadows are frequently used in missions to highlight the relationship between the objects and the environment. This visual narrative reiterates the advantages of using practical materials for the environment while emphasizing the elegant appeal of the clothing.

H&M's promotion for the Conscious Collection not only showcases the goods but also informs customers about the value of supportability in design. The organization takes seriously its responsibilities and openness while formulating its plans, collaborating with environmental activists, providing background information, and providing comprehensive explanations.

In addition, H&M uses a variety of platforms to disseminate its sustainability message. In order to increase their influence and reach, powerful people and environmental activists frequently participate in campaigns using digital media, which is very important. Additionally, in-store displays and packaging mirror the eco-friendly way of thinking, providing customers with tangible reminders of the brand's commitment to sustainability.

The Conscious Collection is not just a range of products; rather, it is a vital activity that addresses the growing demand for feasible style. Not only does H&M attract environmentally conscious customers by emphasizing the use of sustainable materials and the inherent advantages of its goods, but it also establishes itself as a leader in the transition to a more ethical and rational design space.

Şekil 1: Conscious Collection

- Garment Recycling Program

Reusing clothes is an essential component of H&M's sustainability concept, which aims to address the pressing problem of material waste. As part of this objective, customers are encouraged to reuse their pre-owned clothing at H&M stores, regardless of the brand. By doing this, H&M promotes a circular economy and raises awareness of the advantages of material waste reduction and reuse among the general public.

The promotional strategy of The Garment Recycling Program is multifaceted and intended to reach a large audience. The interior design of the company is quite important. To promote association, eye-catching displays and containers are placed at facades facing customers. Oftentimes, these designs include striking details on material waste and the advantages of recycling, inspiring viewers to take action.

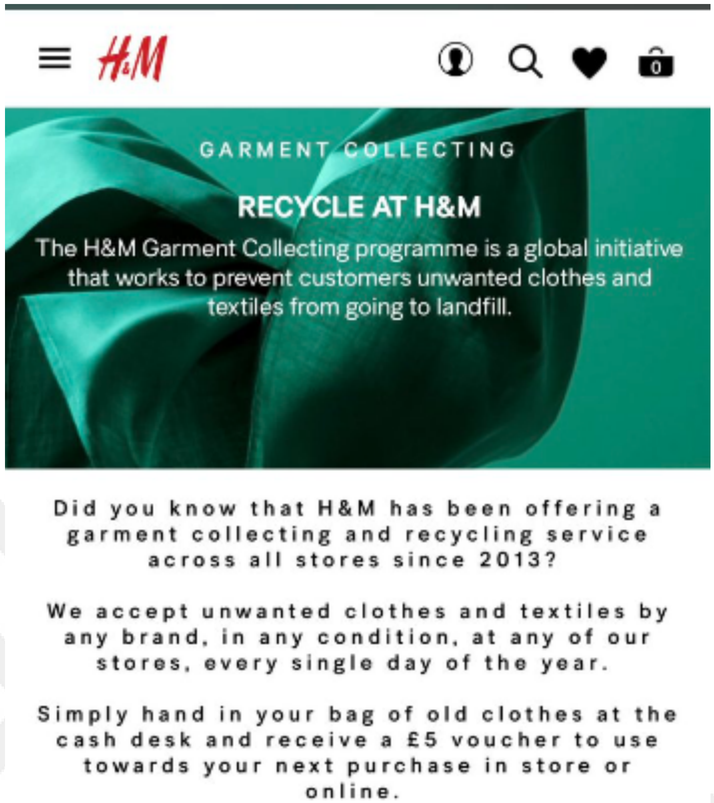
Social Media campaigns are yet another essential element of this setup. H&M uses social media platforms including Twitter, Instagram, and Facebook to promote its reuse initiative. The group frequently invites tree huggers and powerhouses to help spread the word. These announcements highlight the simplicity and advantages of seeking assistance while utilizing hashtags and logical content to draw viewers.

Due to their wider audience, online ads bolster the endeavor even more. Customers are informed about the program and directed to the closest H&M store to return undesired clothing by way of targeted advertisements on websites and apps. These advertisements frequently highlight the advantages recycling has for the environment as well as how customers can help create a more sustainable fashion sector.

H&M also uses prizes to encourage involvement. Consumers who recycle their old clothing usually get a coupon off their next purchase, giving them a concrete reward for being environmentally conscious. This creates a win-win situation for the company and the customer by driving sales and encouraging recurring participation with the program.

Furthermore, H&M guarantees receptiveness in the way the garment is put together. Three categories are used for the clothing: rewear, recycling, and reuse. Items that can be sold again are traded in for worn clothing; those that are too big or too small to wear are recycled into other items, such as cleaning cloths; and the remaining material is used to create new materials or protective gear. This broad-based approach reassures clients that their contributions are making a big difference.

H&M's Garment Recycling Program is essentially a strategic effort that reaffirms the brand's commitment to sustainability while simultaneously addressing the environmental problem of textile waste. Customers are effectively engaged in H&M's quest towards a more sustainable fashion future by means of transparent processes, customer incentives, and efficient marketing across several channels.



Şekil 2: Garment Recycling Program

- Transparency and Reporting Program

One of the most important components of H&M's sustainability strategy is its commitment to openness and disclosure, which reflects the company's commitment to continuous development. By providing thorough sustainability reports, All H&M provides its partners, which include customers, investors, and activists, with a comprehensive picture of its supportability aims, advancements, and challenges. The reports are easily accessible on H&M's website, making the information available to everyone who needs to know about the company's social and environmental impacts.

The sustainability reports cover a wide range of topics, including executive waste, energy and water use, work methods, and the acquisition of natural substances. By providing detailed information on their supply chain, H&M hopes to draw attention to their efforts to uphold moral workplace values and reduce environmental effect across the whole presenting process.

Customers are better equipped to make decisions about what to buy as a result of this transparency, which builds brand loyalty and trust.

A crucial component of these reports is establishing and monitoring quantifiable, targeted sustainability objectives. H&M has set high goals, including being carbon neutral, using more materials that are sourced responsibly and recycled, and enhancing working conditions in factories. H&M exhibits a dedication to ongoing development and responsibility by outlining these objectives precisely and offering yearly reports on their advancement. Furthermore, H&M doesn't hold back when discussing the difficulties and annoyances they encounter in their sustainability reports. By really discussing these concerns, the brand fosters an environment of openness and truthfulness, understanding that achieving sustainability is a difficult endeavor requiring constant effort and adjustment. In addition to enhancing H&M's reputation, this openness encourages partners to communicate and work together to find solutions.

H&M uses a variety of platforms to publicize these studies and guarantee that the data is shared widely. The company highlights its environmental initiatives through press releases, social media, email newsletters, and a prominent section of their website. This multi-channel strategy demonstrates H&M's dedication to sustainability by making sure the message reaches a wide range of people. Similarly, H&M collaborates with several associations and certifications to support their sustainability certifications. Associations with organizations such as the Fair Work Affiliation, the Better Cotton Drive, and the Worldwide Style Plan offer additional levels of confidence regarding the brand's authenticity and compliance with industry best practices, as confirmed by independent verification.

To sum up, H&M's reporting and transparency approach is an essential part of its sustainability framework. In addition to holding itself responsible, H&M fosters trust with stakeholders and customers by releasing comprehensive sustainability reports that include objectives, advancements, and difficulties. H&M's leadership in the fashion industry's transition towards more sustainability and social responsibility may be attributed to its transparency, as well as its unwavering dedication to quantifiable goals and external validation.

Şekil 3: Transparency and Reporting Program

- Local Campaigns in Turkey

H&M's approach of customizing localized advertising for Turkey is a prime example of how the company may modify global sustainability messaging to effectively connect with local audiences. Understanding the power of cultural relevance, H&M creates campaigns that complement regional customs, beliefs, and consumer behavior to make their sustainability efforts approachable and effective.

H&M collaborates with well-known and reliable local Turkish giants in the community. These powerful figures frequently have sizable digital fan bases and are adept at spreading the brand's messaging to a large audience. H&M uses its popularity and reach to highlight influencers that embody design and upkeep, giving its ads more appeal and authority. This approach generates interest and fosters the development of a loyal client base that takes the company's environmental duty seriously.

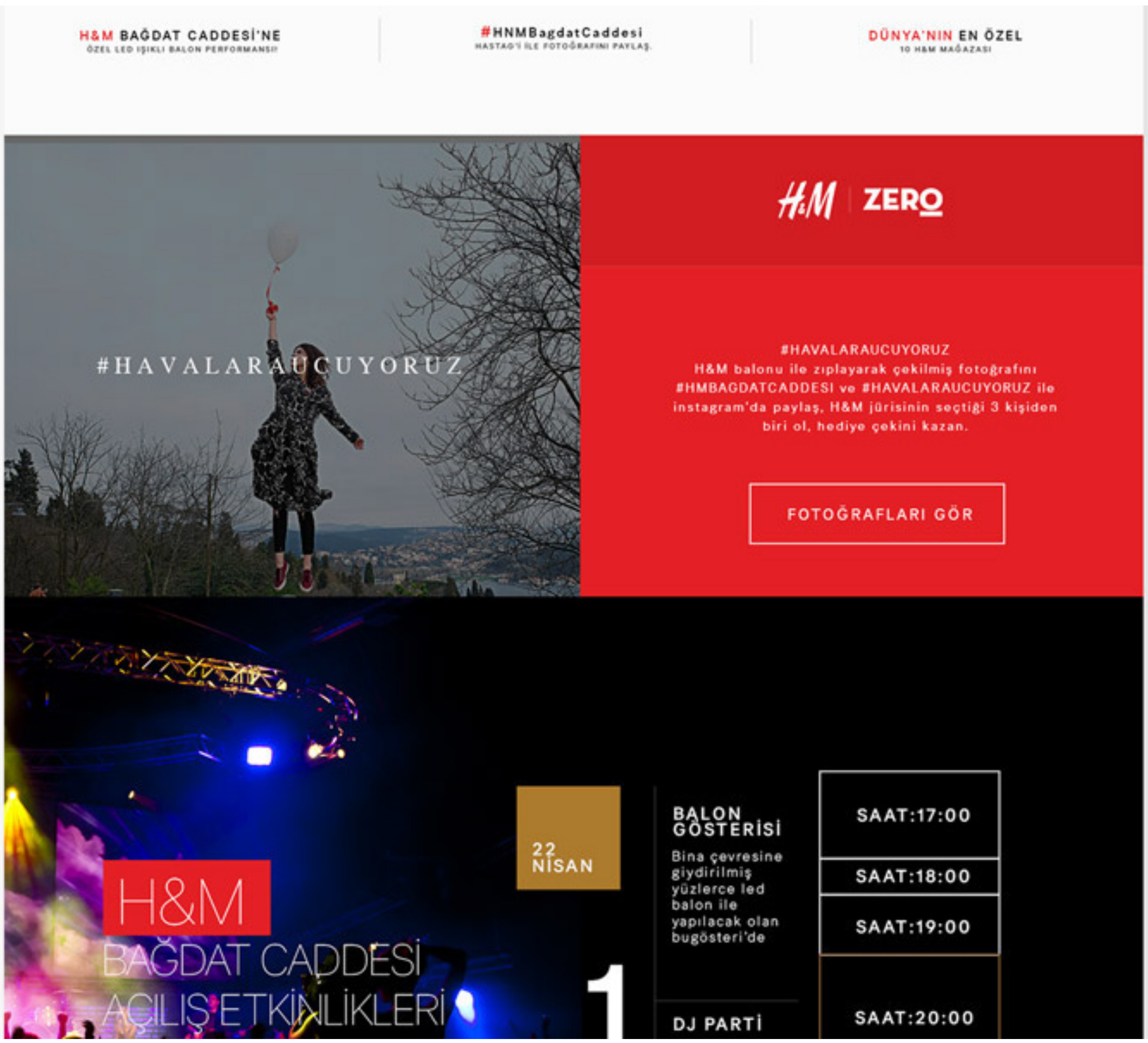
H&M's local marketing strategies in Turkey usually feature subtle social allusions that appeal to Turkish customers. For example, the publicity might draw attention to the traditional Turkish workmanship and textures and connect them to modern environmental practices. This creative and traditional blend narrates how important it is to preserve societal legacy while implementing environmental practices. By doing this, H&M invites local customers to support the brand's efforts to preserve sustainability by fostering a sense of community and contentment among them.

Furthermore, these missions guarantee that H&M's fundamental principles and objectives are understood by maintaining a constant overall message of sustainability. Turkey's ads highlight H&M's broad responsibility to reduce environmental impact and promote moral fashion, whether via promoting the Conscious Collection, emphasizing the Article of Clothing Reusing Project, or modeling honesty and moral principles. Through the use of a limited approach, these ideas are communicated in a way that appeals to the Turkish audience and increases their validity.

Additionally, H&M uses a variety of regional media outlets to promote its campaigns. H&M makes sure that a large audience sees its sustainability messaging using a variety of media, including digital platforms like social media, websites, and email marketing, as well as conventional media like television and print commercials. H&M optimizes the efficacy of their ads by customizing material to Turkish consumers' interests and media consumption patterns.

In addition, H&M often takes part in community-based initiatives and events in Turkey that help them achieve their sustainability goals. These events provide H&M an opportunity to interact directly with consumers and demonstrate their real commitment to sustainability. These initiatives, which might include eco-friendly fashion shows, community recycling events, or collaborations with environmental organizations, strengthen the relationship between the business and the community.

To sum up, H&M's regional marketing initiatives in Turkey skillfully combine messages of global sustainability with cultural significance. Through strategic partnerships with regional influencers, the integration of culturally sensitive aspects, and the utilization of a variety of media platforms, H&M successfully conveys their dedication to sustainability to Turkish customers. This tailored strategy upholds H&M's standing as a worldwide leader in sustainable fashion while also enhancing the brand's attractiveness and involvement in the area.



Şekil 4: Local Campaigns in Turkey

3.7 Zara

Zara, the flagship brand of the Spanish retail behemoth Inditex, is a well-known player in the world of fashion. Zara, a fast fashion company founded in La Coruña, Spain in 1974 by

Amancio Ortega, has completely changed the fashion industry. Zara is well recognized for its ability to quickly adapt the newest runway styles into reasonably priced, fashionable apparel, and it has come to represent modern, trendy fashion.

Zara is able to update its assortments at its retail locations throughout the globe twice a week thanks to its efficient planning, production, and delivery techniques. Zara's flexibility allows it to swiftly adjust to changing customer preferences and styles without sacrificing its reputation for restriction and curiosity. Owing to its devoted fan base and constant emphasis on design, quality, and customer satisfaction, the brand has grown to become one of the most important apparel companies in the world.

Zara is becoming more conscious of ethical and ecological strategic principles, even with its innovative approach to design. The company has discovered a number of measures to lessen its environmental effect, such as increasing the transparency of its inventory network and employing eco-friendly products and sustainable development techniques. Zara's innovative approaches and unwavering dedication to sustainability contribute to its administrative position in the fast-paced and fiercely serious fashion industry.

3.7.1 Zara Marketing Communication Strategy

Zara's strategy of marketing communication highlights the company's strengths in moderation and restriction. The brand often combines striking imagery with sparse arrangement to showcase their latest collections. Zara is renowned for its fast-paced commercial approach, quickly updating its assortments to reflect the current trends and emphasizing the innovation and progress of its plans. The company uses user-generated content and strong teamwork to raise awareness of its products and connect with its audience on social media platforms like Facebook and Instagram. Additionally, Zara is interested in experiential showcasing, hosting design exhibits and other events to engage customers and build brand awareness and trust.

- Join Life Program

The Join Life Program is a significant step in the right direction for Zara's commitment to morality and sustainability. When customers see the Join Life mark, they can definitely identify products created with extra raw materials that are safe for the environment, including as recycled polyester, natural cotton, and TENCELTM Lyocell. This initiative is a key component of Zara's larger sustainability system, which aims to encourage environmentally conscious design choices made by its clientele and lessen the environmental effect of the company's production processes.

The marketing strategy for the Join Life Program aims to educate and demonstrate to customers the benefits of sustainable design. In the marketing materials for Join Life items, point-by-point information on the particular sustainable materials used in each article of apparel is frequently highlighted. Customers benefit from this openness by being able to visualize how their decisions might save waste, reduce the harmful effects of fossil fuels, and use less water. By providing them with access to this information, Zara enables its consumers to make decisions that align with their beliefs and inherent anxieties.

Zara uses a number of platforms, such as the Join Life Program, to highlight their inherent motivations. Join Life products are frequently shown in in-store displays, replete with labeling and signage outlining the parts of the products that may be sustained. Customers find it simple to understand and select environmentally friendly products when they purchase based on these visual cues. Similarly, Join Life items have pages of their own on Zara's website and mobile app, providing in-depth explanations and instructional views on the components and methods used.

Zara's Join Life Program advertising heavily relies on social media. Join Life goods have been shown to have environmental advantages through a series of postings and stories shared on social media sites like Facebook, Twitter, and Instagram. Through the strategic utilization of social media, Zara can efficiently disseminate its sustainability message to a worldwide audience. Influencer collaborations and user-generated content, in which environmentally aware influencers share their stories and recommend Join Life goods, further increase the program's exposure and legitimacy.

Furthermore, Zara integrates environmental messaging into both its broader advertising initiatives and periodic send-offs. The Join Life symbol is used in design exhibitions, lookbooks, and special materials, helping Zara retain maintainability as a key component of its image story. In addition to demonstrating Zara's dedication to affordability, this consistent emphasis on environmentally friendly clothing encourages customers to make more sensible purchasing decisions.

In conclusion, Zara's Join Life Program is a calculated move that emphasizes the company's commitment to sustainability by utilizing more sustainably produced raw materials. Through comprehensive elucidation of the ecological advantages of these merchandise and their multi-media promotion, Zara enlightens and captivates customers, cultivating a more profound bond with the brand and its sustainable principles. This all-encompassing strategy not only helps Zara achieve its sustainability objectives, but it also establishes the company as a pioneer in the shift to more ethical and responsible fashion.

Şekil 5: Join Life Program

- Circular Economy Initiatives

Zara's creative initiatives that promote clothing recycling demonstrate the retailer's commitment to fostering a circular economy. These initiatives aim to decrease waste,

extend the lifespan of clothing, and lessen the negative effects of fashion on the environment. Zara's implementation of circular economy principles enhances maintainability and aligns with the growing customer desire for more meticulous and environmentally conscious operations.
Essentially, one aspect of Zara's circular economy initiatives is the introduction of used clothing sales. These campaigns encourage customers to return their gently used Zara clothing to the store so that it may be repurposed, traded, or utilized for other things. By giving these clothes an extended lifespan, Zara reduces the amount of material waste that ends up in landfills. To further this goal, significant marketing campaigns have been conducted to inform consumers of the advantages of participating in the used clothes program and the drawbacks of prolonging the life of their clothing.

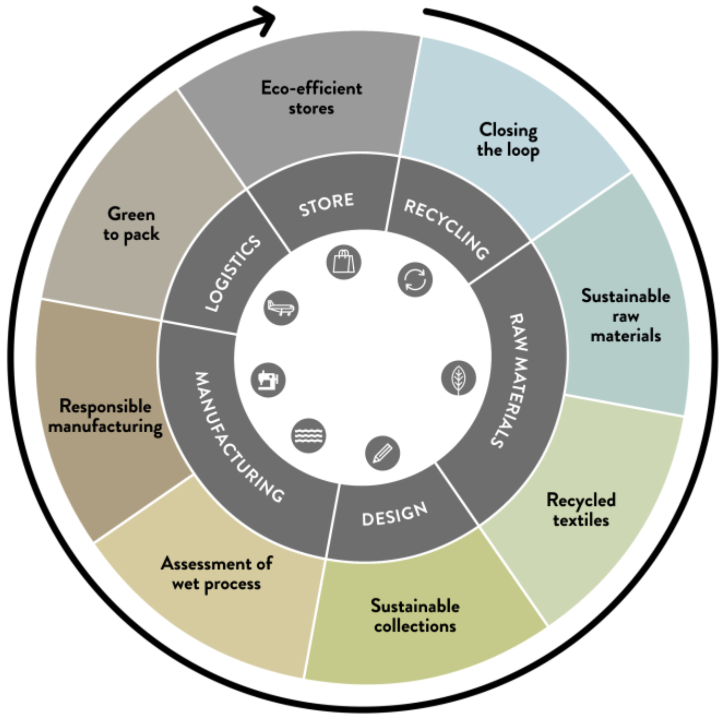
Zara has initiatives for recycling unwanted apparel and containers placed in several of its locations. Customers may very much throw out used clothing of any brand in these containers, and the items are collected and prepared for reuse. These containers serve as a reminder to customers to behave responsibly and as an in-store symbol of Zara's dedication to supportability. The purpose of Zara's in-store and online promotion of materials is to empower support and increase consciousness, rather than to emphasize recycling.

With its intricate and well-planned displaying lobbies for these round economic campaigns, Zara is targeting a broad audience. Zara uses its website, mobile application, and social media logs to showcase the features and advantages of its used clothing and recycling initiatives. Customers may watch videos, read blog posts, and interact with infographics to learn how to become engaged and understand the purpose of inexpensive design exercises. Virtual entertainment campaigns frequently feature client testimonials and experiences from purchasers who have participated in the initiatives, which encourage collaboration and community involvement even more.

Another important tool for advancing Zara's circular economy goals is in-store marketing. Clear directions and information about the recycling process are provided via signs and displays placed next to recycling containers. Employees are educated to answer any questions clients may have about the programs and to provide a smooth and encouraging experience. Furthermore, Zara consistently reinforces the brand's dedication to sustainability across all touchpoints by including language about its circular economy activities into its seasonal campaigns and promotional materials.

In addition, Zara works with other partners and associations to improve the efficiency of its circular economy programs. Zara's recycling operations are enhanced and its influence is expanded through collaborations with environmental groups, sustainability activists, and recycling firms. By collaborating with these partners, Zara may also take advantage of their knowledge and assets to advance and broaden its efforts in the circular economy.

Overall, Zara's efforts to practice circular economy, such as its in-store recycling programs and used clothing initiatives, demonstrate the company's commitment to natural responsibility and manageability. Zara skillfully makes these activities more accessible to a larger audience by employing thorough showcasing techniques that emphasize instruction and assistance. By incorporating circular economy principles into its operations and disclosing them to customers, Zara upholds its management in a sustainable manner and encourages more conscientious clothing consumption.



Şekil 6: Circular Economy Initiatives

➢ Fast Fashion Adaptability

Fast fashion adaptation is a key component of Zara's marketing strategy since it allows the company to stay ahead of consumer trends like the growing need for sustainability. Zara's ability to quickly modify its products and maintain its relevance in the ever evolving fashion sector is attributed to its very receptive attitude toward customer feedback and advertising enhancements. Their product offers and their dynamic, pattern-focused advertising campaigns further demonstrate this adaptability.

Strengths for Zara's input circle are an essential component of its flexibility. Zara uses a variety of platforms, such as social media, web audits, in-person interactions, and customer care requests, to monitor the preferences, actions, and comments of its customers. Zara's continuous data collection allows them to quickly recognize current trends and customer preferences. For example, if customers place a greater emphasis on supportability—making sure that their products live up to customer expectations—Zara may quickly incorporate cost-effective tactics and materials into their assortments.

Zara's marketing campaigns aim to draw attention to both these rapid shifts and the newest eco-friendly fashion. Zara sees itself as a leader in the creation of sustainable style, showcasing eco-friendly products and innovative ideas that can be sustained. Reusing materials, natural cotton, eco-friendly coloring procedures, and other useful materials are just a few examples of the products and cycles that are frequently utilized in crusades. This candor not only helps clients learn, but it also increases credibility and assurance.

A key component of Zara's responsive marketing approach is the use of digital channels. The brand swiftly spreads information about new collections and sustainable projects by utilizing social media platforms like Facebook, Instagram, and Twitter. Through these channels, Zara may interact with a worldwide audience, disseminate information in real time, and get rapid response. User-generated content and influencer collaborations expand the campaigns' effect and reach while generating buzz and piqueing consumer interest. Zara showcases possible items and the newest trends using its mobile app and web shop, in addition to digital displaying. The client experience should embody the fast style brand with regularly updated content, personalized concepts, and clever elements that highlight supportability drives and new releases. Because Zara consistently combines product development and marketing, customers are typically aware of the brand's most recent offerings and initiatives.

In addition, Zara's in-store displays are updated to reflect the newest items and the needs of its customers. Visual marketing and retail displays are regularly updated to showcase the newest assortments and practical design products. This dependable approach, which is used across electronic and physical channels, showcases Zara's flexibility and dedication to meeting customer demands.

In addition, Zara's contacts and coordinated efforts are responsive. By collaborating with designers, artisans, and sustainability advocates, Zara may include fresh viewpoints and creative concepts into its goals and assortments. Zara's reputation as a forerunner in the design industry is further reinforced by the enormous attention these companies often receive from the media and its customers.

In conclusion, Zara's capacity to quickly adapt to changing market trends—particularly in the area of sustainability—is a strategic advantage. Zara successfully emphasizes the newest developments in sustainable fashion with a flexible approach to consumer input, dynamic marketing campaigns, and a consistent presence across digital and physical channels. This approach not only maintains Zara competitive and current, but it also satisfies the rising demand from customers for ethical and environmentally sustainable fashion options.

- Global Sustainability Commitments

Under the auspices of its parent business Inditex, Zara is devoted to promoting international environmental initiatives. Inditex has established high standards for sustainability, such as doing away with single-use plastics and utilizing only sustainable cotton, linen, and polyester by 2025. Zara's approach is based on these pledges, which are highlighted in the company's marketing materials and sustainability messaging.

The agreement starts with measurable objectives that demonstrate Inditex and Zara's responsibility for environmental care. Zara pledges to utilize only sustainable materials, such as organic cotton, recycled polyester, and consistently sourced fabric, in an effort to significantly lessen its environmental impact. These materials provide less of a threat to the environment during manufacture since they need less resources and create less pollution. Eliminating single-use plastics is a step in addressing the global movement to reduce plastic waste, an important ecological concern.

Zara's marketing strategy successfully transfers these obligations to a large number of customers. Sustainability objectives are heavily emphasized on Zara's website in sections that highlight the company's organic initiatives and advancements. Comprehensive studies and infographics provide a clear explanation of how these goals will be achieved, fostering customer confidence. This openness is essential in a market where customers are manufacturing increasingly dubious products and want evidence of real sustainability drives.

The in-store informational component is another important aspect of this concept. Signage, interactive displays, and informative labeling on clothing are some of the ways Zara informs clients about the controllable qualities of their products. These in-store booklets often provide information on the individual sustainable materials used, their advantages, and the wider effects of selecting eco-friendly products. By providing easy access to this information at the moment of sale, Zara helps customers make more sustainable and informed decisions.

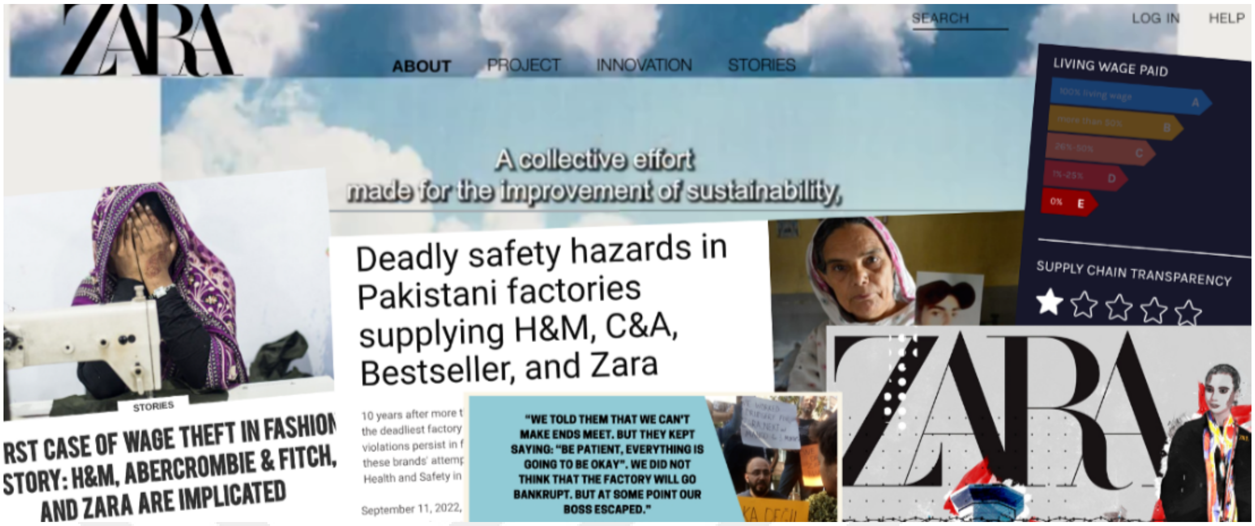
Zara's environmental message is further amplified through social media and digital marketing activities. On social media sites like Facebook, Instagram, and Twitter, the brand frequently provides updates on how it is doing in terms of achieving its sustainability goals. Engaging information is frequently featured in posts, including highlights of eco-friendly collections, interviews with sustainability experts, and behind-the-scenes peeks at sustainable production processes. Through the effective use of social media, Zara is able to reach a worldwide audience, creating a community of environmentally concerned customers and increasing awareness.

Zara collaborates with giants and sustainability advocates to further spread its message. Via these partnerships, influential people back Zara's environmentally conscious initiatives and provide their own testimonies, lending credibility to the company's sustainable claims. Together, these activities make it easier to reach various target audiences and encourage a larger number of people to participate in and support Zara's environmental campaigns.

Zara also collaborates with various groups, associations, and state-run administrations in associations and large pushes to further the objectives of global sustainability. By means of these associations, Zara is able to maintain optimal standards and accelerate the advancement of sustainable materials and cycles, contributing to the attainment of core improvements in the design industry.

Zara's extensive sustainability correspondences program really pledges to ensure that customers are consistently informed of the organization's duties at every resource. In addition to instructing and inspiring customers, this approach positions Zara as a leader in the practical fashion sector. Zara's customers, who increasingly prioritize sustainability when making purchases, are built on a solid foundation of trust and loyalty because to the company's transparent communication about its goals, successes, and setbacks.

In conclusion, Zara's approach to advancing commitments to global sustainability is complex and intricately woven with the story of the company as a whole. By means of open and honest communication, captivating promotional initiatives, and tactical partnerships, Zara proficiently showcases its audacious sustainability goals, cultivating consumer consciousness and endorsement for a more sustainable fashion sector.



Şekil 7: Global Sustainability Commitments

3.8 Comparative Analysis

3.8.1 Scope and Depth of Communication

Zara and H&M handle sustainability advertising in different ways that fit their brand identities and tactical philosophies. H&M's approach is distinguished by its commitment to particularity and receptiveness. They generate comprehensive supportability reports that go beyond simple directives; they include precise data and measurable progress toward their sustainability goals. These reports are thorough and easily understandable, covering a range of topics related to their social and ecological workouts. By being honest with this information, H&M builds trust with partners, including customers, investors, and support organizations. This corporation sets a standard for the industry and encourages other firms to follow suit by being honest. H&M's comprehensive communication plan highlights their commitment to sustainability and strengthens their relationship with a customer base that respects morality and conscientious corporate conduct.

Zara, on the other hand, places greater emphasis on integrating sustainability into their rapid design company and includes larger corporate responsibilities and higher level objectives in their sustainability advertise system. Zara highlights its flexibility in responding to consumer preferences and market trends, even if they don't provide as clear-cut of an explanation as H&M. Instead of seeing sustainability as a stand-alone work, this process views it as an integral component of their organizational design. Zara uses their reputation for quick response to highlight how quickly and effectively they adopt sustainable practices. This strategy aligns with Zara's brand image as a leader in quick design, appealing to customers who value comfort and style more than sustainability. Zara conveys a dynamic and integrated view of sustainability into their core company operations by emphasizing flexibility and high-level aspirations.

3.8.2 Consumer Engagement

H&M and Zara use different strategies to recall customers for their manageability drives based on their own image belief systems. H&M shines when it comes to encouraging customer participation through real-world, clever initiatives that support sustainability. Their clothes recycling initiative, which encourages customers to return used items for reuse, reduces waste and promotes a circular economy, is a perfect example. By providing customers with comprehensive information on the sustainability of their products, H&M also enables them to make informed purchasing decisions. Customers who actively participate in H&M's organic initiatives feel more accountable and proud of the company since they are directly involved in its operations. By these programs, H&M not only encourages eco-friendly behavior but also cultivates a group of environmentally aware customers who are inspired to support and engage with the company's sustainability objectives.

Zara, on the other hand, leverages their deep awareness of customer tastes and market dynamics to provide trend-driven sustainability as the main emphasis of their consumer engagement approach. Zara appeals to their trend-conscious clientele by skillfully fusing eco-friendly initiatives with the newest fashion trends. Sustainable methods are a natural and appealing part of Zara's product offers since they are in line with current fashions. In addition to satisfying consumer demand for stylish yet environmentally friendly items, this strategy promotes sustainable consumption habits among clients who may otherwise place a higher value on style. By presenting a fashionable and approachable picture of sustainability, Zara's approach successfully appeals to the demands of contemporary customers, encouraging a wider range of people to make more environmentally friendly fashion decisions.

3.8.3 Local Adaptation

Zara and H&M understand how important it is to modify their overall sustainability information in order to cater to the Turkish market, but they employ different strategies to do this. H&M employs a tailored strategy, collaborating with regional titans to create advertisements that speak to the lifestyle of the target interest group. H&M really communicates environmental aims to Turkish customers by using the influence and network of local trailblazers. Given that these advertisements were produced with a keen awareness of the social quirks and advantages of the Turkish market, they demonstrate H&M's dedication to collaborating with local networks and building strong relationships with their target audience. This strategy not only makes H&M's sustainability message more genuine, but it also improves the brand's rapport with Turkish customers by demonstrating consideration for their particular cultural background.

Similar to this, Zara incorporates its international sustainability initiatives into its imaginative, pattern-driven Turkish advertising process. In order to make sure that its environmentally conscious initiatives are still relevant and feasible, Zara aligns its sustainability efforts with the newest trends and regionally relevant consumer preferences in the Turkish market. By employing this tactic, Zara will be able to keep its reputation as a pioneer in the fast-fashion sector while also promoting maintainability. Zara's successful standardization of sustainable usage designs stems from its incorporation of acceptable procedures into the high-speed style and a la mode goods that Turkish customers want. This method is appealing to the pattern-aware Turkish clientele, who view maintainability as an essential component of their wardrobe selections. Both companies effectively engage the Turkish market by implementing customized strategies that promote sustainability in ways consistent with their own brand identities and customer expectations.

3.8.4 Competitive Attractiveness

In the fast fashion industry, competitive attractiveness is determined by a brand's ability to appeal to consumer values, differentiate itself from competitors, and maintain relevance in a rapidly evolving market. For fast fashion giants like Zara and H&M, sustainability has emerged as a key area of differentiation. As consumer awareness of environmental issues grows, brands that integrate sustainable practices gain a competitive advantage by aligning with evolving consumer expectations and enhancing their reputational value (Ellen MacArthur Foundation, 2013).

Zara, a leading brand under the Inditex group, has leveraged operational efficiency and sustainable material sourcing to build a competitive edge. Unlike traditional models, Zara's vertically integrated supply chain allows it to manage production, distribution, and retail more closely, reducing waste and optimizing resource use. This streamlined operational model supports the brand's ability to respond quickly to market demands while minimizing environmental impact. Zara has also committed to sourcing sustainable materials, such as organic cotton, recycled polyester, and Tencel, for its "Join Life" collection, which is designed to reduce the environmental footprint of its products (Inditex, 2020).

Additionally, Zara's emphasis on sustainable materials aligns with consumer expectations for eco-friendly products, helping the brand maintain relevance in a market increasingly defined by ethical consumerism. By investing in sustainable sourcing and efficient production, Zara not only reduces costs but also addresses sustainability concerns, thus enhancing its competitive attractiveness in a crowded industry (Ellen MacArthur Foundation, 2013).

H&M, on the other hand, has adopted a more visible approach to sustainability, heavily investing in dedicated sustainability campaigns and transparency tools. Unlike Zara, which incorporates sustainability more subtly, H&M engages in prominent campaigns that emphasize its commitment to eco-friendly practices, such as the "Conscious Collection," which features garments made from sustainable materials. H&M also launched a garment recycling program that encourages customers to recycle their old clothes, reinforcing the brand’s commitment to reducing waste and supporting circular fashion (H&M Group, 2020).

Transparency is another key component of H&M’s competitive strategy. The brand provides detailed information about its sustainability practices through publicly available reports and digital transparency tools, such as the Higg Index, which offers insights into the environmental and social impact of products. This level of transparency enhances H&M's credibility and builds trust among consumers, as it allows them to make informed purchasing decisions. Research indicates that transparency is highly valued by consumers, particularly when it comes to sustainability claims, as it reduces skepticism and reinforces brand integrity (Schultz & Wehmeier, 2010).

While both brands have leveraged sustainability as a competitive advantage, their approaches differ significantly. Zara’s strategy centers on operational efficiency and material innovation, allowing it to subtly integrate sustainability into its core operations without altering its brand identity. H&M, in contrast, has adopted a more direct approach by actively promoting sustainability through campaigns and transparency tools. These differing strategies reflect the unique brand identities of Zara and H&M, as well as their varied approaches to engaging consumers. Zara’s focus on efficiency aligns with its fast-paced production model, while H&M’s visible commitment to sustainability resonates with consumers who prioritize transparency and ethical consumption.

3.8.5 Communication Approaches

H&M has developed a reputation for its proactive approach to sustainability, often launching distinct campaigns that highlight its environmental initiatives and engage consumers directly. For instance, the “Conscious Collection” campaign showcases clothing made from sustainable materials, such as organic cotton, recycled polyester, and Tencel. This campaign not only promotes eco-friendly products but also educates consumers on the benefits of choosing sustainable fashion. H&M has also introduced in-store recycling bins, where customers can drop off old clothes to be recycled, further reinforcing its commitment to circularity (H&M Group, 2020).

In addition to product-focused campaigns, H&M frequently collaborates with organizations like the Ellen MacArthur Foundation to promote circular fashion principles. These partnerships enable H&M to reach a broader audience and enhance its credibility as a sustainability advocate. By actively promoting these initiatives through digital platforms, social media, and in-store signage, H&M ensures that its sustainability message reaches consumers at every touchpoint, building brand loyalty and positioning itself as a leader in sustainable fashion (Schultz & Wehmeier, 2010).

In contrast to H&M's proactive campaigns, Zara has taken a more understated approach by embedding sustainability within its core brand identity. Rather than launching separate sustainability campaigns, Zara incorporates sustainable practices into its product lines and operations. For example, Zara's "Join Life" label designates clothing that meets specific environmental and social criteria, such as using organic cotton or recycled materials. This subtle approach reflects Zara's brand philosophy of blending style with sustainability, appealing to consumers who value environmental responsibility but may not be driven by activism (Inditex, 2020).

Zara's communication approach also extends to its physical stores, where it has introduced sustainable store models that utilize energy-efficient lighting, eco-friendly materials, and waste-reduction measures. By integrating sustainability into its brand identity and operations, Zara creates a seamless consumer experience that subtly reinforces its commitment to environmental responsibility. This approach aligns with consumer trends favoring brands that incorporate sustainability as part of their identity rather than as an add-on or promotional tool (Joy et al., 2012).

H&M's visible and proactive approach to sustainability appeals directly to environmentally-conscious consumers who seek brands that actively advocate for social and environmental change. This approach enhances H&M's brand image as a transparent and ethical company, building trust among consumers who prioritize sustainability in their purchasing decisions. On the other hand, Zara's subtle integration of sustainability may attract consumers who prefer understated eco-friendly practices without explicit advocacy.

This distinction in communication approaches reflects the brands' understanding of their target audiences and how each engages with the concept of sustainability.

3.8.6. Cognitive and Emotional Appeals

Both Zara and H&M use cognitive appeals to inform consumers about sustainability issues, thus addressing the rational aspects of consumer decision-making. Cognitive appeals are intended to educate consumers about the environmental and social impacts of their purchases, fostering a sense of responsibility and awareness. H&M, for instance, includes detailed information about the sustainable materials used in its "Conscious Collection," educating consumers on the environmental benefits of choosing eco-friendly fabrics. This cognitive approach not only differentiates H&M's products but also empowers consumers to make more informed choices (Turker & Altuntas, 2014).

Zara's cognitive approach is evident in its product labeling and online content, where it provides information on the materials and processes used in its "Join Life" collection. By highlighting these aspects, Zara encourages consumers to consider sustainability when making purchasing decisions. Research shows that consumers are more likely to engage with brands that offer transparency and education, as it allows them to align their consumption habits with their values (Joy et al., 2012).

In addition to cognitive appeals, both brands employ emotional appeals to create a deeper, personal connection with consumers. Emotional appeals tap into the values and aspirations of consumers, fostering a sense of belonging and shared responsibility for environmental and social issues. H&M's recycling program, for instance, encourages consumers to participate in reducing waste, creating a sense of collective effort toward sustainability. This approach appeals to consumers' desire to contribute to positive change, thus strengthening their emotional bond with the brand (Schultz & Wehmeier, 2010).

Zara also uses emotional appeals, albeit in a more subtle way. By integrating sustainability into its brand identity, Zara appeals to consumers who aspire to live sustainably but may prefer a more understated approach. Zara's emphasis on stylish, eco-friendly products allows consumers to express their commitment to sustainability without overt activism, thus aligning with their lifestyle and values. Emotional appeals in sustainable marketing are particularly effective in the fast fashion industry, as they help transform sustainable choices from a rational decision into an emotionally rewarding experience (Wagner et al., 2009).

The combination of cognitive and emotional appeals allows Zara and H&M to engage consumers on multiple levels, addressing both the logical and emotional dimensions of sustainability. Cognitive appeals provide the knowledge and rationale for choosing sustainable products, while emotional appeals create a sense of responsibility and personal connection. This dual approach is effective because it appeals to a wide range of consumer motivations, from ethical concerns to lifestyle alignment.

Studies indicate that brands that combine cognitive and emotional appeals in their sustainability communication tend to experience higher levels of consumer engagement and loyalty. Consumers are more likely to support brands that provide both educational information and an emotional incentive to make sustainable choices (Schultz & Wehmeier, 2010). For fast fashion brands like Zara and H&M, this strategy not only enhances brand loyalty but also promotes sustainable consumer behaviors, contributing to a more responsible fashion industry.

Zara and H&M have each developed unique approaches to leveraging sustainability as a competitive advantage, communicating their efforts, and engaging consumers. While Zara focuses on operational efficiency and subtle integration of sustainability, H&M adopts a proactive approach with distinct campaigns and transparency tools. Both brands effectively combine cognitive and emotional appeals to build consumer trust and foster a sense of responsibility. These strategies highlight the importance of aligning sustainability communication with brand identity and consumer expectations, providing valuable insights for other fast fashion brands

In summary, whereas H&M and Zara take distinct approaches to customer involvement, local adaptation, and sustainability communication, they both want to advance sustainability in the fashion sector. Transparency and thorough reporting are top priorities for H&M, which produces extensive sustainability reports with precise data and quantifiable advancement towards its objectives. By fostering responsibility and trust, this strategy positions H&M as a dependable leader in sustainable fashion. Through useful programs like their clothing recycling program, which actively incorporates customers in their sustainability efforts, fostering a circular economy, and encouraging responsible consumption, H&M further engages customers. H&M also uses culturally appropriate ads and local influencers in their localized communication strategy to make sure that their sustainability message is understood by Turkish customers and represents a thorough awareness of local nuances.

Conversely, Zara emphasizes the agility and reactivity of its work while putting a strong emphasis on managing complexity into its fast design approach. Zara's strategy for showcasing emphasizes high-level goals and larger organizational duties, portraying manageability as an integral aspect of their business rather than a stand-alone undertaking. This strategy caters to customers who value comfort and style more than upkeep and is consistent with Zara's brand image. Zara's client commitment technique converges at the point of pattern driven sustainability. To do this, they leverage their in-depth knowledge of consumer preferences and market trends to effortlessly integrate innately skillful activities into their product offerings. This tactic encourages pattern-aware buyers to engage in frugal use practices while also increasing sales. Zara maintains relevance and influence while promoting sustainability through local adaptation, matching its worldwide sustainability activities with the newest fashion trends and consumer preferences in the Turkish market.

Ultimately, even if their approaches differ to reflect their own brand identities and organizational structures, H&M and Zara are both making significant contributions to the sustainability of the design industry. H&M's focus on limited communication, sensible customer contribution, and simplicity often balances Zara's emphasis on pattern-driven manageability and flexible showcasing. When combined, these processes demonstrate that there are a few effective ways to reach the typical objective of creating a more functional style space.

4. CONCLUSION

Although traditionally viewed as separate fields, sustainability and marketing increasingly complement one another in today’s business landscape. This convergence reflects a shift in how companies view their role in promoting ethical practices and addressing societal expectations. For companies like Zara and H&M, sustainable marketing has evolved from being merely an add-on to a core component of their brand identity. Their approaches demonstrate that sustainability can effectively integrate into marketing strategies, benefiting both the company and its consumers. While Zara employs a subtle integration focusing on operational efficiencies, H&M is more proactive, launching explicit sustainability campaigns and emphasizing transparency. This dichotomy illustrates that sustainable marketing is versatile, adaptable to various brand identities, and impactful in building consumer trust (Ellen MacArthur Foundation, 2013).

The application of sustainability in marketing has shifted significantly over the years. Initially grounded in environmental concerns, sustainable marketing has grown to encompass broader social responsibilities and corporate ethics. Zara and H&M's approaches reflect this evolution, with both brands embedding sustainability into their marketing in ways that address consumer expectations for corporate responsibility. Sustainability commitments in the fast fashion sector are sometimes seen as motivated by commercial goals; however, they also influence consumer behavior by encouraging more responsible consumption and shifting perspectives towards eco-friendly choices. This dynamic suggests that while sustainability efforts in marketing may be partially commercial, they still play a role in shaping consumer awareness and attitudes towards sustainability (Schultz & Wehmeier, 2010).

The adoption of sustainable marketing practices within the fast fashion industry highlights a broader shift toward Corporate Social Responsibility (CSR) and responsible consumption. As consumer awareness of environmental and social issues grows, brands face increasing pressure to address these concerns transparently and authentically. Zara and H&M's strategies reveal the importance of aligning marketing with CSR principles, where transparency, authenticity, and long-term engagement become essential. By openly communicating their sustainability initiatives, both brands cater to a market that prioritizes ethical practices, thus differentiating themselves from competitors and enhancing their reputational value (Charter, Peattie, Ottman, & Polonsky, 2006).

Incorporating sustainability into marketing strategies allows companies to achieve dual benefits. On one hand, it meets consumer demand for responsible consumption, and on the other, it aligns with business goals of competitiveness and brand loyalty. Sustainable marketing enables fast fashion brands to respond to evolving consumer expectations, demonstrating that their commitments go beyond mere profitability and encompass a broader societal impact. This approach not only appeals to consumers but also offers insights into how businesses can maintain relevance in an increasingly sustainability-driven market.

Despite the benefits, integrating sustainability into fast fashion marketing presents numerous challenges. The fast fashion business model is traditionally oriented toward low costs and rapid production cycles, often conflicting with sustainable practices. Both Zara and H&M face the challenge of balancing cost-effective production with environmental responsibility. For instance, while sustainable materials and fair labor practices add value to their brands, they also increase operational costs. This financial tension is a barrier many brands encounter, especially in sectors where affordability is a key consumer expectation.

Additionally, consumer skepticism poses a significant hurdle, particularly given the prevalence of greenwashing—where companies make exaggerated or misleading claims about their sustainability efforts. To overcome this, brands must adopt transparent, verifiable communication strategies that build trust. Both Zara and H&M address this by emphasizing credible, measurable initiatives, such as H&M's garment recycling program and Zara's "Join Life" collection. By offering clear and honest information, these brands enhance consumer trust and differentiate themselves in a market wary of insincere sustainability claims (Delmas & Burbano, 2011).

As sustainability becomes an international priority, emerging markets (EMs) are increasingly influenced by the global shift towards sustainable business practices. EMs such as Brazil, India, and South Africa face unique challenges, including high poverty rates and limited regulatory frameworks that complicate the implementation of sustainable strategies. However, the global emphasis on sustainability has placed pressure on EMs to adopt more responsible practices. For EM companies, sustainable marketing is not merely a choice but a necessity for competing in international markets that prioritize ethical standards.

There are several key considerations for EMs adopting sustainable marketing strategies. First, external pressures, including regulations imposed by developed nations, may influence EMs to support sustainability initiatives that are not always aligned with their immediate interests. Additionally, high poverty rates in EMs may conflict with sustainability goals, raising questions about how to achieve genuine sustainability while addressing basic socio-economic needs. However, the development of local initiatives that empower communities to participate in sustainability can address some of these challenges, fostering a sense of ownership and active involvement in the sustainability agenda (Camino, 2007).

Institutional challenges, such as governance and economic structure, further complicate sustainable marketing in EMs. Local institutions must play a central role in advancing sustainability agendas, as they are better positioned to understand the specific needs and contexts of these regions. For sustainable marketing to succeed in EMs, local organizations must lead the way, with international corporations serving as supportive partners rather than imposing solutions.

The integration of sustainability into marketing marks the beginning of a new era in business strategy, where companies strive to balance profitability with ethical responsibility. As companies like Zara and H&M illustrate, sustainable marketing is not just about eco-friendly products; it encompasses a broader commitment to environmental stewardship, social responsibility, and long-term impact. For fast fashion brands, this shift requires redefining traditional marketing approaches to incorporate sustainability as a core value rather than a peripheral concern.

Moving forward, sustainable marketing is expected to become the new standard, especially in developed markets that are adopting stricter sustainability regulations. Emerging markets must adapt to this trend to remain competitive. The emphasis on sustainability in marketing is no longer a niche approach but a central strategy for growth and relevance in an increasingly responsible global marketplace.

By adopting sustainable marketing practices, fast fashion brands can contribute to a broader societal shift towards sustainability. For Zara and H&M, their commitment to sustainable practices serves as a model for other companies in the industry, encouraging widespread change. Sustainable marketing is not only a means of gaining a competitive advantage but also a pathway toward a more sustainable and ethical business environment, reflecting the changing values of consumers and society at large.

In conclusion, the journey toward integrating sustainability into marketing reflects a profound transformation in how companies perceive their role in society. Fast fashion brands like Zara and H&M have effectively harnessed sustainable marketing as both a competitive tool and a social responsibility, demonstrating that diverse approaches—whether proactive campaigns or subtle operational integration—can resonate with consumers. As sustainability becomes increasingly embedded in the values of modern consumers, the need for transparent, authentic, and strategic communication grows. This alignment of sustainability with marketing not only bolsters brand loyalty but also paves the way for a more responsible industry.

The future of sustainable marketing requires more than superficial changes; it demands long-term commitment and an understanding that sustainability is essential for lasting success. For companies operating in emerging markets, sustainable marketing offers an opportunity to position themselves as ethical partners, appealing to international corporations and socially-conscious consumers alike. As sustainability becomes a non-negotiable standard, those brands that lead in this direction stand to gain a first-mover advantage, fostering a loyal consumer base and establishing a legacy of responsibility in an era of heightened environmental and social awareness.

In an industry as dynamic and impactful as fast fashion, sustainable marketing is not merely a trend but a strategic imperative. The choices made today by brands like Zara and H&M will shape the industry's future, influencing not only market dynamics but also the broader societal commitment to a sustainable and equitable future.

5. FUTURE INSIGHTS

The future of sustainable marketing in fast fashion is shaped by technological advancements, collaborative partnerships, regulatory shifts, and an increasing emphasis on circular economy principles. As consumer expectations for ethical practices and transparency rise, brands must innovate to maintain relevance and meet sustainability standards. The following sections discuss potential directions and innovations that could redefine sustainable marketing in the fast fashion industry.

Technology will continue to play a pivotal role in advancing transparency and accountability within sustainable marketing. Innovations such as blockchain, artificial intelligence (AI), and data analytics are transforming how brands track, verify, and communicate their sustainability efforts. Blockchain technology, for instance, enables fast fashion brands to create a transparent and immutable record of each step in the supply chain. This capability is particularly relevant for consumers who demand traceability in product origins and manufacturing practices. By providing verifiable information on sourcing, production, and distribution, blockchain helps build consumer trust and mitigates greenwashing concerns (Gurtu & Johny, 2019).

AI and data analytics further enhance sustainable marketing by enabling brands to predict trends, optimize inventory management, and reduce overproduction, a significant issue in fast fashion. With AI-driven demand forecasting, brands can produce clothing more efficiently, minimizing waste and reducing environmental impact. Data analytics also allow companies to monitor the sustainability performance of suppliers and identify areas for improvement. This data-driven approach helps brands refine their marketing messages, making their sustainability claims more precise and credible (Choi, 2021).

The complexity of sustainability challenges in fast fashion necessitates collaborative efforts that pool resources and expertise across the industry. Partnerships between fast fashion brands, NGOs, technology firms, and research institutions are essential for developing innovative solutions that individual brands might not achieve alone. Collaborations can facilitate resource sharing, particularly in areas such as recycling infrastructure, sustainable material innovation, and closed-loop systems.

An example of this collaborative approach is the Fashion Pact, a global coalition of companies committed to reducing the environmental impact of the fashion industry. Through such alliances, brands like Zara and H&M can work alongside competitors to address shared challenges, such as plastic waste, carbon emissions, and textile recycling (The Fashion Pact, 2019). These collaborations support sustainable innovation and allow brands to adopt industry-wide standards, creating a unified front that strengthens consumer trust in the industry's commitment to sustainability.

In addition, cross-sector partnerships between fast fashion brands and technology companies are driving the development of sustainable materials. For instance, partnerships with biotech firms are enabling brands to explore new materials like lab-grown leather and biodegradable synthetics, which offer environmentally friendly alternatives to traditional fabrics. By working together, brands can scale these innovations more effectively, making sustainable options more affordable and accessible to a broader consumer base (Fashion for Good, 2020).

As environmental and social impacts of the fashion industry gain attention, regulatory bodies are implementing stricter sustainability requirements. Governments around the world are introducing policies aimed at reducing waste, enforcing ethical labor practices, and promoting sustainable production. For fast fashion brands, adapting to these regulations will become essential, not only to avoid penalties but also to meet the growing consumer demand for ethical practices.

In the European Union, for instance, the proposed EU Green Deal and Circular Economy Action Plan outline ambitious targets for reducing waste and promoting circularity in the fashion industry. These regulations could require brands to implement recycling programs, reduce the use of harmful chemicals, and take responsibility for the lifecycle of their products. Adapting to such regulations will likely become a cornerstone of sustainable marketing strategies, as brands position themselves as compliant and forward-thinking in response to these legal frameworks (European Commission, 2020).

Furthermore, regulatory pressure is pushing brands to adopt Extended Producer Responsibility (EPR) models, where companies are held accountable for the end-of-life disposal of their products. EPR requires brands to participate in recycling and disposal programs, which aligns with the circular economy model. Implementing EPR not only helps reduce textile waste but also strengthens brand reputation by demonstrating commitment to responsible production and disposal practices.

Digital tools will play an increasingly important role in sustainable marketing, allowing brands to educate consumers about sustainability and engage them in eco-friendly practices. Social media, mobile applications, and interactive websites are powerful channels for sharing information about a brand’s sustainability journey and encouraging responsible consumption. Through these platforms, brands can provide consumers with information on product origins, sustainable care instructions, and recycling options.

Brands are also leveraging augmented reality (AR) and virtual reality (VR) to create immersive experiences that educate consumers about sustainability. For instance, a VR experience could take consumers on a virtual tour of a garment’s supply chain, showcasing sustainable practices at each stage. Such experiences deepen consumers' understanding of sustainability, making them more likely to choose eco-friendly products and support brands committed to ethical practices (Rauschnabel et al., 2019).

Gamification is another digital tool gaining traction in sustainable marketing. By incorporating game-like elements, such as rewards for recycling or sustainable purchasing, brands can encourage consumers to adopt eco-friendly behaviors in an engaging way. H&M, for example, could introduce a points system where consumers earn rewards for bringing back clothes for recycling or purchasing items from the “Conscious Collection.” This approach not only promotes sustainability but also enhances consumer loyalty by creating a positive and interactive brand experience.

The future of sustainable marketing in fast fashion is closely tied to the principles of the circular economy, which seeks to minimize waste and maximize resource efficiency. Circular economy models focus on designing products for durability, promoting reuse, and creating closed-loop systems where materials are continually cycled back into production. For fast fashion brands, adopting circularity means moving away from the linear "take-make-dispose" model toward a regenerative approach that emphasizes sustainability at every stage of the product lifecycle (Ellen MacArthur Foundation, 2013).

Brands are increasingly exploring rental, resale, and repair services as part of their circular strategies. For instance, H&M and Zara could implement rental programs for seasonal clothing or offer repair services to extend the lifespan of their products. These services not only align with the principles of circularity but also provide additional revenue streams and appeal to consumers who are conscious of waste reduction. The growth of second-hand markets, supported by platforms like ThredUp and Depop, reflects a shift in consumer mindset toward valuing quality and longevity over constant newness (Pal, 2021).

Additionally, circular economy models encourage brands to design products with end-of-life considerations in mind. By using recyclable materials and modular designs that can be easily disassembled, fast fashion brands can facilitate recycling and repurposing at the end of a product's life. This approach supports a sustainable product lifecycle and reduces dependency on virgin resources, ultimately contributing to a more sustainable industry.

As awareness of environmental issues grows, consumer-driven demand for sustainability is reshaping the future of fast fashion marketing. Today's consumers, particularly Millennials and Gen Z, are increasingly vocal about their expectations for ethical practices and transparent communication. Brands that fail to meet these expectations risk losing relevance and market share. Fast fashion brands will need to adopt sustainable marketing strategies that not only address consumer concerns but also actively involve consumers in sustainability efforts.

Consumer pressure has already led to significant changes in the industry, with brands responding by adopting transparent supply chains, implementing recycling programs, and promoting eco-friendly product lines. Moving forward, consumers are likely to drive further advancements in sustainable marketing, as their purchasing decisions increasingly favor brands with robust sustainability commitments. This shift indicates a profound change in consumer behavior, where sustainability becomes a priority rather than a secondary consideration (Cone Communications, 2017).

While the future of sustainable marketing in fast fashion holds considerable promise, it also presents challenges. Balancing affordability with sustainability remains a core tension, as the fast fashion model is traditionally based on low-cost, high-volume production. Additionally, the risk of greenwashing—making misleading claims about sustainability—

poses a threat to consumer trust, making transparency and accountability more important than ever.

Despite these challenges, there are significant opportunities for brands that genuinely commit to sustainability. By leading in sustainable practices, fast fashion brands like Zara and H&M can differentiate themselves in a crowded market, appeal to eco-conscious consumers, and foster long-term loyalty. Furthermore, as sustainability becomes an industry standard, early adopters are likely to benefit from a first-mover advantage, establishing themselves as pioneers in ethical fashion and setting benchmarks for competitors.

The future of sustainable marketing in fast fashion is characterized by a commitment to transparency, collaboration, regulatory compliance, and consumer engagement. By leveraging technology, embracing circular economy principles, and addressing consumer expectations for ethical practices, brands can transform the fast fashion industry from one focused on rapid consumption to one that promotes sustainable and responsible practices. As Zara, H&M, and other leading brands continue to innovate, they provide a roadmap for how sustainable marketing can be integrated into fast fashion, offering valuable insights into the broader potential for a more sustainable future.

In this rapidly evolving landscape, fast fashion brands have a unique opportunity to redefine their role in promoting environmental and social responsibility. By embracing sustainable marketing strategies, they can contribute to a more sustainable industry and respond to the increasing demand for ethical practices, creating a future where fast fashion aligns with the principles of sustainability and corporate responsibility.

(Obermiller , Burke , & Atwood , 2008), have highlighted that the goal of sustainability boosting approach is now to get an advantage by defining an optimal, innovative, and defended viewpoint. However, creating such advertising techniques isn't fundamental in the long run due to the associated problems and difficulties. Furthermore, it is fundamental to save resources and reduce use in accordance with sustainability criteria. Conversely, advertising norms support larger agreements, which in turn encourage larger development and consequent asset use (Jones, Hill, & Comfort, 2008). Finding a balance between the two is therefore crucial, and this entails designing the process such that advantages may be realized even after having an influence on society and the environment. Undoubtedly, problems and their solutions are inextricably linked since, if one problem is solved, new ones usually arise.

Including sustainability into a marketing strategy offers an advantage and creates opportunities for funding and development. The evidence demonstrates that companies that do not prove to be entirely sustainable cannot compete in such mindset for very long. However, very few businesses are making an effort to include sustainability in their marketing strategy. They are also making non-economic items available. Thus, early adopters who are prepared to purchase inexpensive goods are the main customer types that should be targeted and identified. A sustainability showcasing strategy should also prioritize client segmentation, focus on, and positioning in accordance with maintainability guidelines. It should also create a sustainability advertising blend for better labor and products, better costs, better dissemination, and better advancement.

REFERENCES

Adwan, A., & Aladwan, R. (2022). Use of artificial intelligence system to predict consumers' behaviors. *International Journal of Data and Network Science, 6*(4), 1223–1232. https://doi.org/10.5267/j.ijdns.2022.6.011

Aksoy, L., Banda, S., Harmeling, C., Keiningham, T., & Pansari, A. (2022). Marketing's role in multi-stakeholder engagement. *International Journal of Research in Marketing, 39*(2), 445–461. https://doi.org/10.1016/j.ijresmar.2021.09.014

Alzaidi, M. S., & Agag, G. (2022). The role of trust and privacy concerns in using social media for e-retail services: The moderating role of COVID-19. *Journal of Retailing and Consumer Services, 68.* https://doi.org/10.1016/j.jretconser.2022.103042

Assadourian, E. (2010). Transforming cultures: From consumerism to sustainability. *Journal of Macromarketing, 30*(2), 186–191.

Baba, S., Mohammad, S., & Young, C. (2021). Managing project sustainability in the extractive industries: Towards a reciprocity framework for community engagement. *International Journal of Project Management, 39*(8), 887–901.

Bahri, S. (2020). Social media: As a catalyst for sustainable development. *Semantic Scholar.*

Ballantine, P. W., & Creery, S. (2010). The consumption and disposition behaviour of voluntary simplifiers. *Journal of Consumer Behaviour, 9*(1), 45–56.

Barr, S., Gilg, A., & Shaw, G. (2006). Promoting sustainable lifestyles: A social marketing approach. Exeter: University of Exeter.

Barrera Verdugo, G., & Villarroel Villarroel, A. (2021). Measuring the association between students' exposure to social media and their valuation of sustainability in entrepreneurship. *Heliyon, 7*(6). https://doi.org/10.1016/j.heliyon.2021.e07272

Bebbington, J., & Unerman, J. (2020). Advancing research into accounting and the UN Sustainable Development Goals. *Accounting, Auditing & Accountability Journal, 33*(7), 1657–1670. https://doi.org/10.1108/aaaj-05-2020-4556

Becker, C. (2004). Sustainable consumption: Marketing and communications. *UN Global Compact.*

Belz, F. M., & Peattie, K. J. (2009). *Sustainability marketing: A global perspective.* Wiley.

Berrone, P. (2016). *Green lies: How greenwashing can destroy a company (and how to go green without the wash).* Scotts Valley: Createspace Independent Publishing Platform.

Bhimani, H., Mention, A. L., & Barlatier, P. J. (2019). Social media and innovation: A systematic literature review and future research directions. *Technological Forecasting and Social Change, 144,* 251–269. https://doi.org/10.1016/j.techfore.2018.10.007

Bolton, R. N. (2021). The convergence of sustainability and marketing: Transforming marketing to respond to a new world. *Australasian Marketing Journal, 30*(2), 107–112. https://doi.org/10.1177/18393349211005200

Brown, S. (1995). *Postmodern marketing.* London: Routledge.

Callicott, J. B., & Mumford, K. (1997). Ecological sustainability as a conservation concept. *Conservation Biology, 11*(1), 32–40.

Camino, R. J. (2007). Re-evaluating green marketing strategy: A stakeholder perspective. *European Journal of Marketing, 41*(11–12), 1328–1358.

Chandni, S., & Rahman, Z. (2020). Customer engagement and employee engagement: Systematic review and future directions. *The Service Industries Journal, 40*(13–14), 932–959. https://doi.org/10.1080/02642069.2020.1733534

Charter, M., Peattie, K., Ottman, J., & Polonsky, M. J. (2006). *Marketing and sustainability.* Retrieved from http://www.cfsd.org.uk

Chartered Institute of Marketing. (2006). Sustainable consumption and production: The role of marketers. Retrieved from http://www.extra.shu.ac.uk

Chatterjee, S., Chaudhuri, R., Sakka, G., Grandhi, B., Galati, A., Siachou, E., & Vrontis, D. (2021). Adoption of social media marketing for sustainable business growth of SMEs in emerging economies: The moderating role of leadership support. *Sustainability, 13*(21). https://doi.org/10.3390/su132112134

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics, 32*(3), 695–720.

Chung, K. C. (2019). Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management, 29*(6), 722–738. https://doi.org/10.1080/19368623.2020.1693471

Clark, R. (2005). What is sustainability? Retrieved from http://www.timesonline.co.uk

Cordano, M., Ellis, K. M., & Scherer, R. F. (2003). Natural capitalist: Increasing business students' environmental sensitivity. *Journal of Management Education, 27*(2), 144–157.

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services, 53.*

Dam, K. Y., & Apeldoorn, P. A. (1996). Sustainable marketing. *Journal of Macromarketing, 16*(2), 45–56.

Das, M., & Rangarajan, K. (2020). Impact of policy initiatives and collaborative synergy on sustainability and business growth of Indian SMEs. *Indian Growth and Development Review, 13*(3), 607–627.

DEFRA. (2007). Survey of public attitudes and behaviours toward the environment. Department for Environment, Food, and Rural Affairs. London: DEFRA.

Dhaoui, C., & Webster, C. M. (2021). Brand and consumer engagement behaviors on Facebook brand pages: Let's have a (positive) conversation. *International Journal of Research in Marketing, 38*(1), 155–175. https://doi.org/10.1016/j.ijresmar.2020.06.005

Doh, J., & Tashman, P. (2014). Half a world away: The integration and assimilation of corporate social responsibility, sustainability, and sustainable development in business school curricula. *Corporate Social Responsibility and Environmental Management, 21*(3), 131–142.

Drumwright, M. E. (1994). Socially responsible organizational buying: Environmental concern as a non-economic buying criterion. *Journal of Marketing, 58*(3), 1-19.

Dwivedi, Y. K., Ismagilova, E., & Hughes, D. L. (2021). Setting the future of digital and social media marketing research: Perspectives and Research Propositions. *International Journal of Information Management, 59*. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Ebrahim, R. S. (2019). The role of trust in understanding the impact of social media marketing on Brand Equity and brand loyalty. . *Journal of Relationship Marketing, 19*(4), 287–308. https://doi.org/10.1080/15332667.2019.1705742

Edwards, M. G. (2021). The growth paradox, sustainable development, and business strategy. . *Business Strategy and the Environment, 30*(7), 3079–3094. https://doi.org/10.1002/bse.2790

Ellen, P. S., Wiener, J. L., & Cobb-Walgren, C. (1991). The role of perceived consumer effectiveness in motivating environmentally conscious behaviors. *Journal of Public Policy and Marketing, 10*, 102−117.

Ethical Corporation. (2003). Marketing and sustainable development: Chalk and cheese. Retrieved from http://www.ethicalcorp.com

Farida, S. N. (2020). Brand image laverage in gaining sustainability marketing: Brand experience as the moderator (study on the "State Defense" brand in the National Development University (UPN) "veteran" East Java). *Journal of Economics, Finance and Management Studies, 3*(12). https://doi.org/10.47191/jefms/v3-i12-03

Ferro, C., Padin, C., Høgevold, N., & Svensson, G. (2019). Validating and expanding a framework of a triple bottom line dominant logic for business sustainability through time and across contexts. *Journal of Business and Industrial Marketing, 34*(1), 95–116.

Gesmundo, M. A., Jordan, M. D., & Meridor, W. H. (2022). TikTok as a platform for marketing campaigns: The Effect of Brand Awareness and brand recall on the purchase intentions of millennials. *Journal of Business and Management Studies, 4*(2), 343–361. https://doi.org/10.32996/jbms.2022.4.2.27

Gibson, S., Hsu, M. K., & Zhou, X. (2022). Convenience stores in the Digital age: A focus on the customer experience and revisit intentions. *Journal of Retailing and Consumer Services, 68*.

Gronroos, C. (1990). *Services Management and Marketing.* Lexington: Lexington Books.

Hamzah, Z. L., Abdul Wahab, H., & Waqas, M. (2021). Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing, 15*(2), 336–358.

Hart, S. L. (2005). *Capitalism at the crossroads: The unlimited business opportunities in solving the world's most difficult problems.* Philadelphia: Wharton School Publishing.

Holliday, C. O., Schmidheiny, S., & Watts, P. (2002). *Walking the talk: The business case for sustainable development.* San Francisco: Berrett-Koehler Publishers.

Huang, Y., Zhang, X., & Zhu, H. (2022). How do customers engage in social media-based brand communities: The moderator role of the brand's country of origin? *Journal of Retailing and Consumer Services, 68*.

Jones, P., Hill, C. C., & Comfort, D. (2008). Viewpoint: marketing and sustainability. *Marketing Intelligence and Planning , 26*(2), 123-130.

Jung, J., Kim, S. J., & Kim, K. H. (2020). Sustainable marketing activities of traditional fashion market and brand loyalty. *Journal of Business Research, 120*, 294–301. https://doi.org/10.1016/j.jbusres.2020.04.019

Kamara, M., Coff, C., & Wynne, B. (2006). *“GMO’s and sustainability”*. Retrieved from cesagen.lancs.ac.uk

Khan, E. A., & Quaddus, M. (2015). Development and validation of a scale for measuring sustainability factors of informal microenterprises–A qualitative and quantitative approach. *Entrepreneurship Research Journal , 5*(4), 347–372.

Kim, W., Kim, H., & Hwang, J. (2020). Sustainable growth for the self-employed in the retail industry based on customer equity, customer satisfaction, and Loyalty. *Journal of Retailing and Consumer Services, 53*.

Kotler, P. (2003). *Marketing management.* NJ: Prentice.

Kumar , V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of sustainability as marketing strategy: Beginning of new era. *Procedia - Social and Behavioral Sciences, 37*, 482 – 489.

Kumar, V. (2018). Transformative Marketing: The Next 20 Years. *J. Mark, 82*, 1–12.

Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2020). Antecedent factors that affect restaurant Brand Trust and brand loyalty: Focusing on US and Korean consumers. *Journal of Product & Brand Management, 30*(7), 990–1015.

Kyle, B. (2004). *"Today’s definition of marketing. Has it changed?”*. Retrieved from businessopportunities.biz

Latouche, S. (2009). *Farewell to Growth.* Cambridge: Polity Press.

Lee, C. M., Che-Ha, N., & Syed Alwi, S. F. (2021). Service customer orientation and social sustainability: The case of small medium enterprises. . *Journal of Business Research, 122*, 751–760. https://doi.org/10.1016/j.jbusres.2019.12.048

Maignan, I., Ferrell , O. C., & Ferrell, L. (2005). A stakeholder model for implementing social responsibility in marketing. *European Journal of Marketing , 39*(9/10), 956-977.

Martins, V. W., Rampasso, I. S., Anholon, R., & Leal Filho, W. (2019). Knowledge management in the context of sustainability: literature review and opportunities for future research,. *J. Clean. Prod., 229*, 489–500.

Masjud, Y. I. (2020). Ecopreneurship as a solution to environmental problems: Implications for university entrepreneurship education. *Journal of Environmental Science and Sustainable Development, 3*(1), 97–113.

McDonald, S., & Oates, C. (2006). *"Choosing to be sustainable: tracing complex decisions".* Retrieved from sustainabletechnologies.ac.uk

Moore, S. B., & Manring, S. L. (2009). Strategy development in small and medium sized enterprises for sustainability and increased value creation. *Journal of Cleaner Production, 17*(2), 276–282.

Morgan, N. A., Jayachandran, S., & Hulland, J. (2022). Marketing performance assessment and accountability: Process and outcomes. *International Journal of Research in Marketing, 39*(2), 462–481.

MSM Encarta Dictionary. (2007). *"Marketing".* MSN.

Muhmad, S. N., & Muhamad, R. (2020). Sustainable business practices and financial performance during pre- and post-SDG Adoption Periods: A systematic review. *Journal of Sustainable Finance & Investment, 11*(4), 291–309.

Mulder, K. (2014). 'Strategic competencies, critically important for sustainable development'. *Journal of Cleaner Production, 78*, 243-248.

Naeem, M., & Ozuem, W. (2021). The role of social media in internet banking transition during COVID-19 pandemic: Using multiple methods and sources in qualitative research. *Journal of Retailing and Consumer Services, 60*.

Ng, S. C., Sweeney, J. C., & Plewa, C. (2020). Customer engagement: A systematic review and Future Research Priorities. *Australasian Marketing Journal, 28*(4), 235–252. https://doi.org/10.1016/j.ausmj.2020.05.004

Obermiller , C., Burke , C., & Atwood , A. (2008). Sustainable business as marketing strategy. *Innovative Marketing, 4*(3), 20-27.

Olanrewaju, A. S., Hossain, M. A., & Whiteside, N. (2020). Social Media and Entrepreneurship Research: A literature review. *International Journal of Information Management, 50*, 90–110. https://doi.org/10.1016/j.ijinfomgt.2019.05.011

Olawumi, T. O., & Chan, D. W. (2018). A scientometric review of global research on sustainability and sustainable development. *J. Clean. Prod. , 183* , 231–250.

Ottman, J., & Terry, V. (1998). Strategic marketing of greener products. *Journal of Sustainable Product Design, 5*, 53−57.

Palmer, A. (2000). *Principles of Marketing.* Oxford: Oxford University Press.

Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media wom towards luxury brand purchase intention. . *Journal of Retailing and Consumer Services, 58*. https://doi.org/10.1016/j.jretconser.2020.102272

Patma, T. S., Wardana, L. W., & Wibowo, A. (2021). The impact of social media marketing for Indonesian smes sustainability: Lesson from covid-19 pandemic. *Cogent Business & Management, 8*(1).

Peng, Y., & Li, J. (2021). The effect of Customer Education on Service Innovation Satisfaction:the mediating role of customer participation. . *Journal of Hospitality and Tourism Management, 47*, 326–334. https://doi.org/10.1016/j.jhtm.2020.12.014

Pfajfar, G., Shoham, A., Małecka, A., & Zalaznik, M. (2022). Value of corporate social responsibility for multiple stakeholders and social impact – relationship marketing perspective. *Journal of Business Research, 143*, 46–61.

Rahardja, U., Hongsuchon, T., Hariguna, T., & Ruangkanjanases, A. (2021). Understanding impact sustainable intention of S-Commerce Activities: The role of customer experiences, perceived value, and mediation of Relationship Quality. . *Sustainability, 13*(20). https://doi.org/10.3390/su132011492

Rasool, A., Shah, F. A., & Islam, J. U. (2020). Customer engagement in the digital age: A review and research agenda. *Current Opinion in Psychology, 36*, 96–100. https://doi.org/10.1016/j.copsyc.2020.05.003

Robinson, J. (2004). “Squaring the circle? Some thoughts on the idea of sustainable development”. *Ecological Economics, 48*(4), 369-84.

Rosado-Pinto, F., & Loureiro, S. M. (2020). The growing complexity of customer engagement: A systematic review. *EuroMed Journal of Business, 15*(2), 167–203. https://doi.org/10.1108/emjb-10-2019-0126

Sari, H., Firmanzah, F., Harahap, A. A., & Siahaan, B. C. (2020). The role of Customer Education: A repeated cross-sectional study. *Journal of Science and Technology Policy Management, 12*(2), 193–214. https://doi.org/10.1108/jstpm-03-2020-0068

Saura, J. R., Palos-Sanchez, P., & Rodríguez Herráez, B. (2020). Digital Marketing for Sustainable Growth: Business Models and online campaigns using Sustainable Strategies. *Sustainability, 12*(3). https://doi.org/10.3390/su12031003

Shankar, V., Grewal, D., Sunder, S., & Fossen, B. (2022). Digital Marketing Communication in global marketplaces: A review of extant research, future directions, and potential approaches. *International Journal of Research in Marketing, 39*(2), 541–565. https://doi.org/10.1016/j.ijresmar.2021.09.005

Sheth, J. N., & Parvatiyar, A. (2020). Sustainable marketing: Market-driving, not market-driven. *Journal of Macromarketing, 41*(1), 150–165. https://doi.org/10.1177/0276146720961836

Sisodia, R., Wolfe, D., & Sheth, J. (2007). *Firms of endearment: How world-class companies profit from passion and purpose.* Philadelphia: Wharton School Publishing.

Slater, S. F., & Olson, E. M. (2001). Marketing’s contribution to the implementation of strategy: an empirical analysis. *Strategic Management Journal, 22*(11), 1055-1067.

Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does educating customers create positive word of mouth? . *Journal of Retailing and Consumer Services, 62*. https://doi.org/10.1016/j.jretconser.2021.102638

Sutton, P. (2004). *"A perspective on environmental sustainability"*. Retrieved from ces.vic.gov.au

Thomas, T. E. (2005). 'Are business students buying it? A theoretical framework for measuring attitudes toward the legitimacy of environmental sustainability'. *Business Strategy & the Environment, 14*(3), 186-197.

Torres de Oliveira, R., Indulska, M., Steen, J., & Verreynne, M. L. (2020). Towards a framework for innovation in retailing through social media. *Journal of Retailing and Consumer Services, 54*. https://doi.org/10.1016/j.jretconser.2019.01.017

UNDP. (2020). *UNDP in Turkey.* Sustainable Development Goals.

Varadarajan, R., Welden, R. B., Arunachalam, S. H., & Gupta, S. (2022). Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions. *International Journal of Research in Marketing, 39*(2), 482–501. https://doi.org/10.1016/j.ijresmar.2021.09.002

Verhaelen, B., Mayer, F., Peukert, S., & Lanza, G. (2021). A comprehensive KPI network for the performance measurement and Management in Global Production Networks. *Production Engineering, 15*(5), 635–650.

Vesal, M., Siahtiri, V., & O'Cass, A. (2021). Strengthening B2B brands by signalling environmental sustainability and managing customer relationships. *Industrial Marketing Management, 92*, 321–331. https://doi.org/10.1016/j.indmarman.2020.02.024

Wilson, M. (2006). Staples aims for a greener planet. *Chain Store Age, 82*, 60−66.

Winsemius, P., & Guntram, U. (1992). Responding to the environmental challenge. *Business Horizons, 35*, 12−20.

World Commission on Environment and Development . (1987). *Our Common Future: Brundtland Report.* WCED.

World Economic Forum. (2020). *The Global Risks Report 2020.* Geneva: World Economic Forum.

Zhai, Q., & Su, J. (2019). A perfect couple? institutional theory and entrepreneurship research. *Chin. Manag. Stud, 13*(3), 616–644.

Zhao, H., Liu, Z., Yao, X., & Yang, Q. (2021). A machine learning-based sentiment analysis of online product reviews with a novel term weighting and feature selection approach. *Information Processing & Management, 58*(5).